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COMMUNITY COMMENTS

By CURTIS A. KEEN

OUR NEW CITIZENS—ARE WE ASSIMILATING THEM?

Every train into Lubbock brings one or more new families, new citizens or prospective citizens. They come here from old established home where folks knew them, appreciated them and called them Tom, Dick, Harry, Sally, Kate or Sue when they met them on the street. Most of them grew up from childhood in these other towns and are accustomed to having folks shake hands with them at church, invite them to visit them in the evenings, go out picnicking in the afternoons, and otherwise appreciate the fact that they are normal, worth while, interesting, human folks.

How do we receive them in Lubbock? How many new folks have you met this week? How many new folks have you called on this month? How many of our new men have you invited to join the Chamber of Commerce, attend church, or stop to chat with you in your place of business at his convenience? What about their boys, their girls, their families as a whole? Are we, of Lubbock, doing anything definite to make them a part of our civic life, make them know that we are glad they are moving here, that we are "just folks"—the same kind that they knew back home?

It only takes a little time to be human. We, who have been here several years, have our own little group of friends and do not feel the need of enlarging the circle, particularly. But our new folks moving to town have an actual need for human relationship. For personal contact, in a social way, with the same kind of folks that they themselves are, and are accustomed to mixing with and knowing and unless they enjoy some such relationship they are going to get the wrong impression of Lubbock and before we know it they have moved away, with a bad taste in their mouth for our city and our folks. It has happened and is happening right here every week in the year. And if we but knew them we would find them among our dearest friends and they in turn would like Lubbock, contribute much to its progress and soon be just as much a part of the city and its life as the oldest timer in the city who thinks the sun rises in the canyon and sets beyond the Tech site.

Make our churches the vital contact points of our community life. Make the cooking school an opportunity for new folks. If you see any lady there that you do not know personally, step right up to her and get acquainted, sit together and when they return again tomorrow, speak to them, and if you do not get a single idea from the school, but make one new friend and three new ladies in town feel that Lubbock is a "human town" you will be well repaid for the time you give to attending the school from day to day.

After all, we are all just folks, and there is less than a per cent difference between the best of us and the worst of us, so why not get down off our dignity and be human?

YOUR PART IN THE TECH PARTY
"They" can handle the party without me, or what could I do on a big thing like that, or I am too busy to give any time to such foolishness.

You have heard all of them with reference to the Tech party, the work of the Chamber of Commerce, the annual South Plains Fair and the other activities of the city. Folks fail to appreciate the fact that the word "they" means nothing more than a big bunch of "Ts" working together for the good of Lubbock and that if the individual citizen is not a part of that same "they" that he is a civic slacker and not entitled to swell his chest and proudly admit that he is from Lubbock, the Hub of the Plains, the Home of the Tech College, the Dallas of the Plains, and the other things that we boast of. He is just a parasite, a hanger on, a leech on the civic growth of the town that supports him and enables him to make a profit in his profession, at his trade or in his investments.

The biggest things ever done in Lubbock have only been possible through the fullest co-operation on the part of the hundreds and hundreds of little ordinary "me and you" that it takes to make up any city. When Lubbock, with the assistance of her wonderful, big hearted, whole souled neighbors fed 35,000 people in 37 minutes a little over a year ago, when meat was counted by the ton, bread by the thousand loaves and coffee by the barrel, an impossible thing was accomplished, and yet that great undertaking was not so big after all. The individual man just did his little individual bit, sliced bread until his eyes flickered for a week, cooked meat until his back ached, dried coffee until all water looked brown for the rest of the summer, etc., but individually he did nothing big—and yet, altogether, the world stood astounded at the accomplishment of an impossible task.

We can do anything in the whole world if we all work together, and even though we do not have the time, can't find the time, or feel that we won't take the time, if we will all hold together and give just a little of the time that we regularly waste, there is no limit to what we can do here as a city and as a citizenship.

ROCK ISLAND IS TO HAVE CHANCE ON NEW RAILWAY

Central Texas Capitalist Here On Railway Plans; Will Go To Chicago

With the end in view of interesting the Rock Island Railroad in bringing a railway into this section of Texas, a central Texas capitalist, whose name cannot be divulged, was here for a conference with local men the latter part of last week and immediately after the session left for Chicago where he will present the plan to the railroad officials there.

The plan, being worked on in one which would give this city a thorough connection with both Fort Worth and Dallas and with service rendered by one of the oldest, most efficient and substantial railway systems in the country. The Central Texas capitalist country. The Central Texas capitalist visiting here believes he has the most feasible plan to supply additional railroad facilities and in his plan has figured to run the line through a very rich yet undeveloped section of West Texas.

Route Laid Out.
The road, as it is sketched now, would have one terminus in Dallas and the other in Lubbock, or possibly some New Mexico city. The road would cross Dallas county, Tarrant county at Fort Worth, Young county, passing through Graham, Throckmorton county, through Throckmorton, Knox county through Munday, King county, through Guthrie, Dickens county, through Afton, Crosby county through Crosbyton, Ralls and Lorenzo and then on into Lubbock.

A route of that kind would not only bring the road through a large and yet little developed territory but would supply Throckmorton and King counties with their first railway facilities, Texas maps show.

Nothing has yet been done in Lubbock concerning the latest plan for a railroad except the conference held with the visiting capitalist Thursday. As soon as he confers with the railway officials in Chicago, additional information will be given out here.

LUBBOCK PLACES BOY SCOUT WORK ON FIRM GROUND

Three Troops Functioning Now, Executive Harkey Stated To Plains Journal

Boy Scout work in Lubbock is getting on a firm foundation and three troops are at present functioning in the city. L. S. Harkey, city Scout executive, told the Plains Journal this morning. The new troop, number three, has been placed under the supervision of O. E. Sensabaugh and will meet in the Baptist church until the completion of the new Presbyterian church, when it will be moved to that place, Harkey stated.

Troop number two is in charge of Edgar Inmon while Harkey himself controls troop one. There are eighty local boys in the three troops and a waiting list greater than that number which will be permitted to enter the work as soon as additional facilities can be found.

Lubbock must get into the swing of the boys work as soon as possible, Harkey believes, as the next conference for older boys of West Texas is to be held in Lubbock. The conference was held in Big Spring two weeks ago and a fine meeting resulted. The next will be held some time in 1925 and the state Y. M. C. A. organization will aid in the work.

MANY EDUCATORS WILL COME HERE TO CELEBRATION

No less than six of the most prominent educators in the State of Texas have already sent in their acceptances to the Tech celebration, to be held here on November 11th. A. B. Davis, manager of the Chamber of Commerce, said yesterday prior to leaving on a business trip to Oklahoma City.

Acceptances have been received from Dr. Walter M. Splawn, president of the State University and from Dr. T. H. Shelby, director of the extension bureau of the same institution. Dr. W. B. Hizzell, president of the Texas Agricultural and Mechanical college, will also be on hand, along with George C. Butte, former dean of the law school at the state university and at the present time candidate for governor on the Republican ticket. J. W. Reid, of the Canyon West Texas State Teachers college, and Joe S. Gook, of the Meridian Junior College, of Meridian will also be here.

In addition to the educational luminaries an acceptance has been received from E. E. Staples, of Austin, secretary of the State of Texas, and numerous other members of state governing bodies.

CITY DIRECTORY WORK STARTS IN EARNEST, STATED

Beginning last Saturday morning a field force, working in conjunction with the Lubbock Directory company, began operations and the work of preparing the 1925 city directory is going along in fine shape. LaVerne Kershner, manager, told the Plains Journal today.

The canvassing of the city will be completed in a few days' time, Kershner stated and he forecasts a fine directory for the city, one of its long needed necessities.

One of the principal features of the directory will be a classified business directory and buyers guide and every business firm in the city will be included in it. Kershner solicits the cooperation of everybody in the city in order to make the book as complete as possible.

REPORT FINDING OF OIL IN WELL AT JUSTICEBURG

Phelps Well On Boren Farm Is Good For Fifteen Barrels, Report States

A telegram received here this morning by a geologist representing a large oil company stated that at a depth of 2,440 feet, the oil well being drilled in Garza county by Phelps, et al, on the Boren farm, produced oil to such an extent as to estimate an average yield of from fifteen to twenty barrels per day.

An attempt to get Phelps or one of his associates on the telephone shortly after noon today was unsuccessful and while the report was received here it is not official. No information was given concerning the second well being drilled on the Connell place, also in Garza county, which last week was shut down at a little more than 700 feet. The well being drilled on the Connell place is being sunk by the Union Petroleum company.

The Phelps well, Boren number one, is located four miles east of Justiceburg and was held up last week at 2,300 feet to await the arrival of shipments of fuel oil. Just prior to that drilling was halted due to a broken bull wheel which has been replaced.

WESTERNERS ARE TO PLAY AT BIG SPRING TUESDAY

The Lubbock high school Westerners, undaunted by their defeat at the hands of Amarillo's Golden Standstom, will invade Big Spring on Tuesday, November 11. Coach Mule Davis told the Plains Journal last night. According to the coach the boys were badly bruised in holding their heavy opponents throughout the first half of last week's conflict but no serious injuries resulted from the fray.

There will be no game here Friday, Davis stated and possibly no game the Friday following Armistice Day. The latter date, however, all depends on how the boys come through the Big Spring tilt. Ralls and Slaton are both beseeching for a game with the locals and an announcement will be made concerning it in the near future. Davis is also trying to arrange a return game with Clovis, which if arranged, should prove a good card.

The Westerners will enter the Big Spring game intact, with the exception of Clarence Barton, a tackle, who has been out since the Plainview game with an injured lung. Barton may be able to enter the game, Davis said.

BOY RECOVERING AFTER ACCIDENT

Stanley Wright Little Injured After Being Struck By Auto On Sunday

Stanley Wright, aged eight, the son of Mr. and Mrs. B. G. What, of the 1600 block on Avenue H, was run over by an automobile driven by the young daughter of Mr. and Mrs. C. A. Holcomb, 504 Avenue M, Sunday afternoon shortly after two-thirty o'clock, was up and running around again on Monday morning almost as though nothing had happened to him, Mrs. B. L. Wright, the boy's aunt, stated early today.

Immediately after the accident the boy was taken to the West Texas hospital where his injuries were probed and found to be of painful but not serious consequence and he was then taken to his home.

According to the statement made by Mrs. B. L. Wright this morning he is badly bruised and skinned in different places over his body but is soon expected to fully recover from his experience.

JOINS SHERROD FORCES

Thomas DeCrow, formerly of Austin, has accepted a position with Sherron Brothers Hardware company, of Lubbock, and has already assumed his duties in the local establishment. DeCrow will have charge of the radio and farm implements departments. B. Sherron said today. While a resident of Austin DeCrow was owner and proprietor of a radio supply shop.

GAS DISCOVERED, PLAN TO DEEPEN ABERNATHY WELL

Interested Parties Planning Funds To Go On Drilling In Hale County

Following an inspection which showed that a quantity of gas was escaping from the hole, the old well, drilled several years ago on the Reichter farm, four miles west of Abernathy, will be drilled to a greater depth in an attempt to locate the gas in commercial quantities.

The well was originally sunk by a company formed by Abernathy and Plainview people, doing business under the title of the Bledsoe Oil and Gas company. W. H. Bledsoe, local attorney, was the instigator of the drilling but withdrew from the project shortly after it was begun. After piercing the ground to a depth of 4,300 feet the well was abandoned and capped, and remained that way until recently, when interest in oil and gas possibilities in this vicinity caused the old hole to be investigated.

According to a local geologist, a representative of a large company doing business all over the Midcontinent field, just how much gas is likely to be found at the old Abernathy well cannot be estimated unless further drilling is done. Plainview and Abernathy people, interested in the proposition, have announced their intentions of deepening the well to the extent of several thousand dollars and it is reported in the deal have promised to raise one thousand dollars of the sum needed in the drilling.

FERGUSON LEADS LUBBOCK COUNTY BY BARE MARGIN

Democratic Candidate Piles Up But 41 More Votes Than George C. Butte

With a total of 1,549 votes, Miriam A. Ferguson, of Temple, led in the balloting in Lubbock county Tuesday, topping George C. Butte, Republican, by the bare margin of forty-one votes. Butte polled a total of 1,508 votes, according to the unofficial figures given out today by election officials.

The official figures on the race will not be available until the count commission checks the balloting. This will be begun on Monday morning, members of the County Clerk's forces stated. At the time the official vote on the governor's race is given out a similar count of the presidential derby in Lubbock county will be announced.

The following figures show the way Lubbock county voted. The first figure from each precinct is Mrs. Ferguson's and the second Butte's:

Prec. 1 Lubbock, 348, 407; Prec. 2 Prec. 3 Lubbock, 40, 30; Prec. 4 Lubbock, 205, 288; Slaton, 452, 352; Acuff, 13, 26; Shallowater, 37, 49; Grovesville, 23, 14; Estacado, 11, 24; Carlisle, 37, 7; Bection, 21, 29; Woodrow, 24, 5; Idaho, 35, 36; Foster, 6, 9; New Hope, 37, 16; Wolffarth, 15, 6; Canyon, 26, 18; Center, 21, 5; McClung, 23, 21; Monroe, 32, 21.

CHOOSE AUTO COMMITTEE

Three members of the automobile committee, who were not named when the rest of the Tech celebration committees were announced, were given out at a late hour last night, by H. D. Woods, director of publicity. The three men, who will co-operate with Chairman D. F. Eaton, are F. N. Payne, W. D. Cullum and W. W. Royalty, all prominent local auto men.

This is the regular weekly edition of The Plains Journal and is not being delivered to every home in the city free as the daily issues of the publication have been. There was no daily paper issued by the Plains Journal today, but there will be another, the last one, issued tomorrow. With the printing of Friday's paper the Plains Journal will return to its regular weekly field.

AN EXPLANATION

The Plains Journal has not entered the daily paper field in Lubbock.

The many inquiries made to this office following the appearance of a paper Sunday and Monday of this week makes it necessary for us to explain that after Friday, of this week, the Plains Journal will again return to the weekly field, where for the past year it has been serving the largest number of subscribers of any South Plains newspaper.

Papers published by the Plains Journal on Sunday, Monday, Tuesday, Wednesday, Thursday and Friday of this week are distributed free of charge to every house in Lubbock in conjunction with the First Annual Cooking School sponsored by the Plains Journal. After the close of the Cooking School on Friday the next issue of the Plains Journal will appear on Thursday, November 13, in its regular weekly edition.

RAMEY BROTHERS GIVEN CONTRACT FOR BIG SCHOOL

Ramey Brothers Construction company recently received a contract to erect a \$125,000 high school building in the city of Las Cruces, New Mexico. Walter E. Deedy, local representative of the company's interests here, stated today. Work on the new building will begin immediately.

The sign, which has been erected on the Tech campus, which reads "Private Property, No Trespassing, Keep Out," is not nearly so vicious as it sounds, Deedy stated. The sign was put up to keep applicants for jobs away from the office but people interested in the Tech will find the authorities willing to tell them anything in their powers at any time.

GIVE OUT FIRMS GETTING LATEST TECH CONTRACTS

Hereford Man Will Drill Well On Campus; Local Men Get Consideration

D. L. McDonald, the pioneer shallow-water irrigation expert and well driller of Hereford, was awarded a contract to sink the Texas Technological College well at Lubbock at a cost of \$11,873.42 in a meeting of the regents in Fort Worth Tuesday.

J. B. Maxey, Lubbock contractor, was awarded a contract for the construction of the home economics building. His bid was \$61,554. James T. Taylor of Fort Worth, received the contract for the textile engineering building at \$138,975.

The Pittsburgh-Des Moines Tank rillo, will wire the home economics and textile buildings. Its bid was \$4,100 for the home economics building and \$2,554 for the textile building.

The Pittsburgh-Des Moines Tank company will erect the tower and tank for the water plant on a bid of \$3,375. Plumbing for the two buildings will be supplied by the Bingham Plumbing company of Waco. Their contract calls for \$9,491 for the textile building and \$7,130 for the other. Young & Pratt of Lubbock will install heating systems for the two buildings at a price of \$7,940 for the textile building and \$7,150 for the home economics building.

DEATH CALLS TO JOE PENNEY; WAS PIONEER CITIZEN

Joseph Stiles Penney, aged 47, a pioneer Lubbock citizen and for the past fifteen years connected with the Long-Bell Lumber company here, died in this city this morning shortly after four o'clock, following a stroke of paralysis at five o'clock Wednesday evening.

Funeral ceremonies will be held tomorrow afternoon at the residence, 1119 Fourteenth street, beginning at two o'clock. Rev. J. M. Lewis, of the First Presbyterian church of Lubbock, and Rev. E. H. J. Andrews, rector of the Episcopal church, of Plainview, will conduct the services. The deceased had been a resident of Lubbock for the past twenty-seven years and has a great number of friends here. At the time of his death he was assistant manager of the Long Bell Lumber company in this city.

A mother, four brothers and two sisters, five of them Lubbock citizens, mourn his death. They are Mrs. W. E. Penney, of Lubbock; P. B. Penney, Morton; R. E. Penney, Roaring Springs; John and R. T. Penney, Lubbock; and Mesdames W. B. Powell and J. C. Royalty, also of Lubbock.

JUDGMENT GIVEN IN OLD CASE ON LUBBOCK CHURCH

Alfalfa Lumber Company Is Given Judgment Of \$5,358.86 Against J. P. Hope

Work of the special session of the district court is coming along in fine shape, Judge Parke N. Dalton and Court Clerk Louie F. Moore, stated this morning.

The largest judgment in the court's program thus far was granted on last Saturday evening when the Alfalfa Lumber company was given a decision in a suit filed against J. P. Hope, for the sum of \$5,358.86. Court Clerk Moore said. Hope, however, has been adjudged a bankrupt and the judgment has been referred to the sureties on his bond, who are W. K. Dickinson, Sr., H. K. Foster, W. F. Schenk, Gus Watkins, Emmett Carlisle, Thad Carlisle, and C. C. Lane. The latter four men are trustees of the estate of W. A. Carlisle, deceased.

On Methodist Church

The suit was first filed in 1913 and was taken to a higher court, reversed and returned to the district court here for re-trial. It concerns the payment of bills for materials used in the construction of the First Methodist church of Lubbock.

TECH OFFICIAL



Amos G. Carter, president of the Board of Regents of the Texas Technological college, who will attend the Tech celebration here on Armistice Day when the cornerstone will be laid on the administration building of the new institution.

COOKING SCHOOL MEETS APPROVAL OF LOCAL WOMEN

Hundreds Attend Every Session Under Mrs. Ida Chitwood - Closes On Friday

Hundreds of women have been availing themselves of the opportunity of attending the first annual cooking school being conducted by Mrs. Ida Chitwood, graduate of the Boston School of Cookery, and sponsored by the Plains Journal. More than two hundred women attended the opening program on Monday and on Tuesday, Wednesday and Thursday the crowds passed the two hundred fifty mark. The last session of the school will be held tomorrow, beginning at two o'clock, at the First Baptist church.

Cake baking was the topic of demonstration on Monday and with the two types, sponge and shortening. Mrs. Chitwood explained to her listeners that on them is based every type of cake known. She demonstrated her cooking ability by making one of her famous "Angel Cakes," and smashing it only to show that it came right back into shape in an edible form.

On Tuesday pies and pastries were demonstrated. In her lecture on pies and pastries Mrs. Chitwood stressed the manipulation of the materials and the choice of ingredients. She told her audience that if properly made pies and pastries formed a very nutritious food. Poorly constructed, however, she said they formed dangerous food for the body.

Wednesday was "Rose Luncheon" day and the expert served the famous luncheon designed by Miss Alice Bradley, nationally known cooking expert. Throughout the five courses served the design of the rose was followed. Beauty and economy in the preparing of the rose luncheon were stressed.

This afternoon Mrs. Chitwood was demonstrating the preparation of bread and biscuits, while tomorrow, the final program, will be taken up with meats. She is more than pleased with the cooking school and her contact with the ladies of Lubbock and the fine turnout she has had every day of the school have shown that Lubbock housewives are just as pleased with Mrs. Chitwood.

Stubbs Issues Wed Licenses To Eight Couples Recently

Eight marriage licenses have been issued the past week through the office of the county clerk, Herbert Stubbs. They are: C. W. Myers and Miss Dellah R. Young; C. H. Elliott and Mrs. Callie U. Gibbons, Roy Sparkman and Miss Jewell Pharr; Milborn Nelson and Miss Emma Abbott; J. B. Strawn and Miss Lola Mae York; Waldo W. Boyd and Miss Gladys Mitchell; Clyde Allison and Miss Ruth Murphree and Howard Hendrick and Miss Pearl Burton.

Five marriage licenses were issued at the county clerk's office the past week. They are: Jewell Crawford and Miss Ruth Yonson, Nov. 3; W. R. Wheeler and Miss Mary Beasley, Nov. 4; H. C. Bontwell and Mrs. Jimmie Lon Phillips, Nov. 4; M. D. Trammell and Miss Charissa Armstrong, Nov. 5; L. H. Harrison and Mrs. Vera Nicholson, Nov. 5.

LOCAL BOY HURT

Phil Williams, aged about 23, was painfully but not seriously injured last night shortly after nine o'clock when he fainted and fell, striking his forehead and right cheekbone on the curb in front of Bowen's Drug store. An ambulance immediately arrived on the scene but instead of being taken to a hospital he was carried to the rear of the drug store where his injuries were administered to by Dr. M. V. Stanley. He was able to return to his home an hour later.

Dr. J. T. Krueger, physician of the Lubbock Sanitarium, left Saturday for Rochester, Minn., where he will take a three weeks course with Mayo Brothers.

DEPUTIES GUARD COURT ROOM AS CASE IS CALLED

Willie Hall Faces Judge Parke Dalton On Assault Charge Here Today

With deputy sheriffs searching each one of the several hundred spectators before they were permitted to enter the court room, the trial of Willie Hall, eighteen year old negro boy charged with assault on a white woman, got under way this morning in a special term of District Court, before Special Judge Parke N. Dalton, Seventy-second District Attorney, of Crosbyton.

The morning was taken up with the questioning of the jury and after the questioning of forty men, a number of which stated they were members of the Ku Klux Klan when replying to a question put them by Franklin D. Brown, one of the attorneys for the defense. The following men were chosen to sit on the jury: J. J. Chauncey, dry goods store man; J. E. Boyd, farmer; Ernest A. Conley, dry goods store owner; A. V. McCarty, farmer; C. P. Collier, barber; B. W. Maxwell, well driller; J. W. Woods, farmer; J. M. Savage, farmer; Gus Niblack, employe of the Western Windmill company; O. V. Bagwell, realtor; O. W. Jolly, saddle and harness maker; and R. F. Brown, retired oil man.

Ask Continuance

The state was represented by District Attorney Gordon B. McGuire, of Lamesa, and County Attorney Owen W. McWhorter, while Robert Bean, Vaughn E. Wilson and Franklin D. Brown, summoned before the court, made up the counsel for the defense. As soon as the case was called the defense counsel asked a continuance of the case which was refused by Judge Dalton. The grounds for the continuance of the case were based on the absence of Milt Nathanel, negro cotton picker, who is held by Wilson, Bean and Brown to be a material witness.

Approximately two hundred fifty persons thronged the court room, it becoming necessary for the balcony of the court chambers to be opened to seat them. Deputy sheriffs, placed by Sheriff H. L. Johnston, are posted about the building and searching every person as they enter the court room. At the opening of the trial Judge Dalton admonished the spectators against showing any spirit of violence and with the trial proceeding smoothly this afternoon no trouble is expected.

NAME M'DONALD AS CHEF AT BIG LEGION REUNION

Local Legionnaires Chosen As Chief Cook And Bottle Washer By Committee

Alec MacDonald, of the Allen Brothers post of the American legion, will serve as chief cook and bottle washer in the all-day reunion and encampment held here in connection with the Tech celebration on Armistice Day. H. D. Woods, chairman of publicity, stated this morning. The legion committee, composed of Byron C. Dickinson, chairman, Hubert L. Allen and M. E. Hillburn, closed the deal with MacDonald yesterday.

From six to eight members of a "K. P." detail will aid in the serving of the ex-service men and the menu will consist of the old army fare of "canned Willie" and all the fixings. MacDonald, while not a former army chef, is said to have had a great deal of experience in K. P. duties and according to local ex-service men, will fill the bill to a nicety.

Martin Bakery Puts In Newest Makes Of Bread Machinery

New machinery, an extra process in the manufacture of bread, has been installation of this machinery the Martin Baking company, and with it, added to what equipment he already has he will be better able to serve his many customers in Lubbock and the South Plains, he stated yesterday. With the installation of the machinery the Martin Baking company is the only baking concern on the South Plains equipped with it.

Martin retails and wholesales the "Butterflake" brand of bread here and has been in the city for the past fifteen years. His kitchen is spotless at all times and he invites the inspection of his patrons.

Twelve employes are working in his bakery, six of whom are bakers. He handles all kinds of baking goods, and also retails confections. Two thousand loaves of Butterflake bread going into homes and restaurants in Lubbock every day, he states. Two Dodge delivery cars are kept busy delivering his wares. Martin's bread will be used exclusively in the Plains Journal's cooking school.

Miss Gladys Douglass, formerly of Lubbock, but now of Littlefield, is in Lubbock this week visiting her brother, Neal Douglass. Miss Douglass underwent a tonsillitis operation here Wednesday.

Mrs. E. J. Payne is at home after spending several days visiting relatives in Rule, Texas, and Wichita Falls.

Mrs. T. J. Whalen returned home the first of the week after a several months visit to Chicago, New York and points in Canada.

Mrs. Neal Douglass, Sr. of Littlefield, is spending the week visiting her son, Neal Douglass.

Mr. and Mrs. E. B. Perkins transacted business in Ralls Saturday. They were accompanied by Miss Ida Lou Ellis.

Mrs. G. G. Johnson and children, Mrs. Pringle and Mrs. John Arnett are spending the week visiting Mrs. Johnson's mother and father, Mr. and Mrs. D. N. Arnett, of Colorado City.

Miss Thelma Alley visited relatives and friends in Crosbyton over last week end.

J. M. Bradley attended the Cotton Palace in Waco the first of the week. He returned Wednesday.

Miss Lillian Richards, teacher in the New Hope schools, passed through Lubbock Sunday enroute to her home from Dallas.

R. A. Bowder, a prominent Lubbock lawyer, returned Wednesday from Silverton where he transacted business.

Mr. and Mrs. H. D. Chipley are transacting business in Dallas this week.

E. W. Oliver returned today from Plainview where he attended to business.

Miss Lizzie Watkins, of the Watkins Art Shop, visited friends in Ralls Wednesday.

Mrs. James R. Dow is spending the week with her parents, Mr. and Mrs. R. E. Maddox, of Farwell.

Mrs. Roy N. Hopper of Omaha, Nebraska, is here visiting Mrs. A. V. Weaver for several days.

Aubrey Alexander, of Rattan, Okla., has moved to Lubbock to make a home on a farm near here. According to his brother, Ollie Alexander, prominent farmer residing on route 3, the Plains Journal was instrumental in attracting the Oklahoman to the Plains.

Miss Alene King, of Fort Worth, who was the guest of Miss Beulah Dixon over last week end, left Tuesday for her home.

Miss Edith Carter had as her guest over Saturday and Sunday, Miss Sims of Brownfield.

Miss Frances McDonald of Ropes, was a Lubbock visitor last Saturday.

Miss Sue Cook has returned home after visiting for several days with Mrs. T. M. Caldwell and Mrs. W. G. Jennings of Amarillo.

Miss Beulah Dixon has as her guest over the week end, Miss Allyne King of Fort Worth.

Bud Roberts, of the McWhorter-Roberts store, is at home after a business trip to Dallas.

Mrs. Sam C. Arnett left Saturday for Shreveport, La., where she will visit relatives for several weeks.

Mrs. E. L. Klett and daughter, Eunice, left Saturday for Tulsa, Okla., where they will visit Mrs. Klett's sister, Mrs. Ruth Baker.

Mr. and Mrs. L. S. Harkey returned to their home Sunday night after visiting Mr. Harkey's brother Saturday and Sunday.

A. B. Davis, secretary of the Chamber of Commerce, left Lubbock yesterday for a several days business trip to Oklahoma City.

Frank Jones, of the Jones Investment company, returned to his home the first of the week, after transacting business in Dallas.

Mr. and Mrs. L. S. Harkey, of the Standard Accident Insurance company, are spending the week end visiting relatives in Plainview.

Brue Spencer of Ralls, transacted business in Lubbock Friday.

Mrs. S. H. Twadell and Mrs. J. P. Simmons of Spur visited friends in Lubbock Wednesday.

Mrs. C. A. Pierce has returned to her home after visiting Mr. and Mrs. J. C. Nance of Walters, Oklahoma, for several days.

J. E. King, prominent citizen of Memphis, visited L. D. Simmons Wednesday. Mr. King has charge of a furniture and undertaking establishment in Memphis.

C. Hubbard of Slide is in a local sanitarium for medical attention.

E. E. Wofford, owner of Wofford's Tin Shop, made a business trip to Tahoka Tuesday.

John Barnard of Tuscola, was a Lubbock visitor Thursday. Mr. Barnard is at this time visiting his brother, Freeman Barnard, a farmer of near Shal-lowater.

W. E. Pool, business man of Brownfield, attended to business in Lubbock Tuesday.

C. B. Haster, of Fort Worth, was in Lubbock on business Wednesday.

R. A. Bowder, prominent lawyer of Lubbock, attended Federal court in Amarillo Thursday.

C. B. McCormack of Levelland, transacted business in Lubbock Thursday.

Miss Frances Baker has as her guest Miss Ruth Lovinger of Coleman, Texas, over the week end.

Judge R. A. Baldwin of Slaton visited in Lubbock and transacted business Friday.

Mr. and Mrs. Joe Ottgwer have as their guests, Mr. and Mrs. W. T. Henrick and children of Liberty Hill, Texas.

ROTARY OFFICER SPEAKS TO CLUB HERE WEDNESDAY

Harry Rogers, District Head, Of San Antonio, Makes Fine Address To Men

The Lubbock Rotary club and visiting friends heard the greatest address ever delivered before the club at their regular meeting Wednesday noon when Harry Rogers of San Antonio, District Governor of International Rotary, spoke upon the duties, rights, privileges and obligations of Rotary.

Harry, as he is affectionally called by all Rotarians and his other friends everywhere, is the straightest thinker, plainest talker and hardest hitter that has ever stacked up a 1,000 per cent batting average before the Lubbock club.

In thirty minutes he gave enough solid food for thought to replace 1,000 hours of average good public speaking, delivered in a level, clear, unhesitating voice that carried each syllable into every corner of the room with a staccato rapidity that would make a machine gun sound like a slow motion picture look; and with a simplicity of language that, while perfect as to rhetoric, balance and diction, was only an efficient vehicle of thought to deliver every point that he desired to make to his hearers with full force, vigor and unobscured by needless verbal trimmings.

"Lubbock Needs a Real Hotel"

We have known it right along but when Harry said it the statement carried stronger conviction. "Tulsa is the Hub of the Oil Industry" — and has never really had as much oil as a number of other cities in various sections of the oil country, but they have hotel facilities to care for the conventions, the oil men, scouts and inspectors and have in this way won the recognition as the oil center of the Southwest. If Lubbock hopes to be recognized as the hub of this great Plains country she must care for the hotel situation here upon a worthwhile scale and then make that hotel the center of activity and contact for everything worth while in this section."

Summarizing Harry's address — or rather catching a few of the high spots of a marvelous address full of real meaty thoughts, any one out of the thousand of which would make a worthwhile report of the address. Rotary is the key that unlocks the personality of individual possibilities both for the Rotarian and their associates, and opens wide a vision of human fellowship and service that is limited only by our ability to appreciate worthwhile values. It is the spring that strengthens our stride, adds force to our efforts and makes possible heights and distances of attainment otherwise unreachible. It is an individual force that taken in the mass leads on to greater individual, community and national accomplishments through the installation of a kindly philosophy of life that recognizes an opportunity and responsibility in living larger than that of making money.

Rotary is an inspirational training school that puts power and enthusiasm behind the Chamber of Commerce, without duplicating or intruding upon

its work; supports the schools without partaking of the nature of an educational institute; recognizes and assists morality, religion and the churches without becoming a religious organization.

Rotary Both Requires And Gives Rotary requires the "stick-to-it-iveness" that wins in every avenue of life; the excellency in trade and profession, that marks the progress of civilized nations in business and professional life; the vision and faith that is the foundation of every step and movement toward progress.

Rotary gives an acquaintanceship that ripens into fellowship — produces friendship that inspires the best within man, and makes possible his fullest business, social and ethical development. Rotary develops an excellency in trade and professions through fuller appreciation of other lines of trade and profession, and a pride in man's work that calls for the best within him. It gives its membership and those with whom they come into contact a greater capacity for service — that growing force for good that is becoming the foundation of every worthwhile business and human endeavor in this modern age.

Rotary Stresses Fundamental Virtues

Rotary, through her program of work, her weekly luncheons, inter-city, district, state and international conventions stresses the fundamental virtues and requirements of human progress and success. Of these education takes first place. From a national average of the 6th grade in 1917 to a national average of the 9th grade as the educational standard of America reflects in part the influence of Rotary on a fuller appreciation of the necessity of education, and the value of knowledge.

Rotary stresses character in business and a fuller appreciation of business ethics and constructive business relationship. Rotary recognizes the universal worth and most valuable asset of the whole world in the boy of the world and devotes earnest thought and effort to his fullest development into a well rounded, responsible man.

Rotary preaches the dignity of labor and the worthwhileness of work — plain old fashioned honest work for the boy and girl as they grow up and in life after they complete their education — pointing out the rewards of honest, consistent labor. Success is assured to any man or woman that at the close of each day can sincerely and honestly say, "I have done my best this day."

This is doubly true when the work is inspired by an intelligent optimism that recognizes the fact that the world is getting better, that humanity is more tolerant of the shortcomings of other folks, and more devoted to the ideal of service and helpfulness.

In short, Rotary is the best of everything in life, brought about through regular association and united endeavor, and particularly applied to business and the professions in their relation to the community life of their immediate neighborhood and nation.

A number of visitors were in attendance from outside of the club in Lubbock, Slaton and other towns of Texas. Luther Gillespie gave a greatly appreciated solo, accompanied by Mrs. Morgan at the piano. President Nell Wright presided.

WALTON DEFEATED OKLAHOMA CITY, Nov. 3.—Incomplete returns over the State early today indicate Walton defeated by large majority, with six Democratic and one Republican Congressman being elected.

AT THE LUBBOCK SANITARIUM

Forty people are undergoing treatment in the Lubbock Sanitarium at the present time. This is the largest number to receive attention there in a single week for the past several months. A complete list of patients was given out by Business Manager C. E. Hunt as follows:

Roy Scott, O'Donnell; Billie Demman, Lubbock; Mrs. L. K. Rogers, Wilson; Miss Mosele Norris, Slaton; Mrs. W. E. Coffee, Lubbock; Mrs. G. E. Albert, Arch, N. Mex.; Chester Hubbard, Slide; Miss Lillian Cobb, Tahoka; Howard Lee Ivey, Brownfield; Mrs. R. A. Daugherty, Abernathy; J. C. Wayland, Lubbock; S. M. Lewis, Post City; B. L. Vann, Littlefield; Mrs. N. E. Moore, Snyder; S. L. Pyatt, Brownfield; Faye Bishop, Tahoka; Calloway Ellison, Lubbock; Miss Gma Wright, Lubbock; J. S. Northcutt, Lubbock; W. C. Boyd, Lubbock; John Benson, Hale Center; J. M. Mills, Lubbock; Dick Lindsey, Amberst; Ralph Goodnight, Lubbock; Mrs. Viva Humphries, Tahoka; Clarence Taylor, Southard; Harold Summs, Brownfield; Miss Imogene Turner, Brownfield; Bill Gale, Slaton; Miss Lois Terry, Wilson; Grady Hill, Crosbyton; Wayne Davis, Ralls; Mrs. J. R. Hamilton, Wilson; L. O. Bolding, Lubbock; Miss Gladys Douglass, Littlefield; W. H. Scott, Abernathy; Mrs. J. A. Raley, Lubbock; Miss Opal Costin, Lamesa; Miss Neva McDaniel, Tahoka; and T. B. Stone, Jr., Abernathy.

THREE LUBBOCK COUNTY SCHOOLS CONVENE MONDAY

Several of the rural schools of the county opened their doors for the regular term this morning after having closed to permit the pupils to help in gathering the cotton crop. Judge P. F. Brown, county schools superintendent, stated this morning. Monroe, Union and Hedcoe were certain to open today. Brown said, with the strong possibility that McClug and Liberty would also be ready for the regular program.

Miss Gladys Pryor, local girl, the daughter of Mr. and Mrs. J. B. Pryor, will be one of the two teachers at Monroe. Miss Pryor is a former student of the College of Industrial Arts, at Denton and is beginning her first work as a school teacher.

According to Judge Brown practically all of the schools of the county will be under way by the fifteenth of this month. A number of them have held some sessions already this year and were merely closed until the crop was gathered. Everything in the system is going along in good shape and a banner year is looked forward to when all the schools settle down under the program the superintendent stated.

PLAN NEW HIGHWAY

PLAINVIEW, Nov. 3.—An effort to secure Airline highway from Plainview to Hale Center following Santa Fe railway is being made by joint committee of citizens of the two towns. This new highway would shorten distance from Plainview to Hale Center by four miles.

Prominent Texan Is Dead; Well Known In Lubbock And Plains

Senator Hiedsoe received a wife from Gus Wortham today telling of the death of his father, John L. Wortham, of Houston, former Secretary of State and Railroad Commissioner of Texas.

Mr. Wortham has a host of personal friends in this section among the old timers on the Plains. He is best known here for his work in establishing the San Augustine Ranch which formerly carried his own name as the Wortham Farms. Mr. Wortham was a pioneer in spirit and a great friend of West Texas. He was one of the first men of Texas to visualize the future possibilities of the Plains country as an agricultural section and was responsible for sinking one of the first deep wells on the Plains for irrigation purposes.

In the passing of John L. Wortham West Texas has lost a sincere and influential friend.

THOMPSON OFFERED POST AMARILLO, Nov. 3.—Col. E. O. Thompson, owner of the Amarillo hotel, and Panhandle Inn, returned today from Kansas City, where he has been in conference with parties regarding erection of \$1,000,000 hotel at that place. Col. Thompson has been offered the managing directorship, but he has not yet accepted.

Mr. and Mrs. Paul E. Clark of Los Angeles, Calif., arrived in Lubbock last Thursday and will spend the coming winter with his parents, Mr. and Mrs. B. B. Clark.

B. O. McWhorter returned to his home Thursday after taking a car load of cattle to Saint Jo, Missouri.

Attorney Owen W. McWhorter transacted official business in Terrell the past week.

Mrs. J. L. Groves has as her guest over the week end, Mrs. George Willford of Graham, Texas.

Mr. and Mrs. C. H. Burrus and children, Betty Ruth, and Cora Bell of Abilene, were guests in the home of Mr. and Mrs. Phillip Tuesday and Wednesday.

Mrs. C. N. N. Ferguson passed through Lubbock and visited friends Wednesday, enroute to the Northwest Texas conference at Abilene. From Abilene Mrs. Ferguson will visit her son, Reverend Charles Ferguson, who lives in Fort Worth.

Mr. and Mrs. H. A. Renfro of Los Angeles, California, arrived in Lubbock Wednesday to make their home here.

Latimore Murfee, lawyer of Dallas and well known to all Lubbock people, passed through here Monday night enroute to his home from Silverton where he was attorney in a case tried at that place.

Mrs. P. T. Simpson and children and Mr. and Mrs. E. W. Simpson and family of Rule, Texas, spent Saturday and Sunday with Mrs. E. J. Payne and Mrs. J. W. Bullock.



Before You Buy The Ring

It costs money just to become engaged. Then it costs money to get married — then the honeymoon, and it costs more money to be married.

Young men who are wise, save FIRST. And young men who are very wise, save here REGULARLY.

Lubbock State Bank
[A Big Bank Made Big by Helping Others]

Special Values

In Sweaters, Hosiery, Men's Leather Coats, Shoes and Notions

THE NEW STORE

Ave. H. North of Court House

Lard Compound made from pure cotton seed oil will be used at the Plains Journal Cooking School

WHEN YOU ORDER LARD COMPOUND INSIST ON A COMPOUND MADE FROM PURE COTTON-SEED OIL, DO NOT ACCEPT A COMPOUND COMPOSED OF CHEAPER IMPORTED OILS USED AS A SUBSTITUTE FOR COTTON OIL. YOU GET A BETTER PRODUCT AND WILL BE USING THE SOUTH'S OWN PRODUCT.

COTTONSEED MEAL WHEN PROPERLY COOKED IS THE BEST FEED KNOWN FOR YOUR MILK COW. IT'S USE INCREASES THE QUANTITY OF MILK, IMPROVES THE COLOR, AND THE CREAM THEREFROM MAKES RICHER AND BETTER BUTTER.

Lubbock Cotton Oil Company

Phone 12 Phone 12

CHURCHES

CUMBERLAND PRESBYTERIAN CHURCH

Sunday school at 9:45 a. m. Morning service at 11:00 a. m. Senior, Intermediate and Junior Endeavors at 7:00 p. m. Evening service at 7:30 p. m.

You are cordially invited to attend our services. Corner Ave. O and Tenth street.

J. A. Rodgers, Pastor.

FIRST PRESBYTERIAN

(Services at Lindsey Theatre.) The public is always welcome here. Our services are brief, interesting and helpful. The following services are held each Sunday:
Sunday school, 9:45; morning worship, 11:00; Christian Endeavor, 2:30; evening worship, 7:30.

Jake M. Lewis, Pastor.

CHRISTIAN SCIENCE

Christian Science services are held in the Cotton Exchange room of the Kershner building Sunday 11:00 a. m. Sunday school 10:00 a. m. and Wednesday at 7:30 p. m.

CHURCH OF CHRIST

Bible study, 9:45 a. m. Preaching at 11:00 a. m. and 7:30 p. m. by I. M. Carney. Young people's meeting at 2:30 p. m. Ladies' Bible class Thursday 3:00 p. m. Midweek prayer service.

services Wednesday at 7:45 p. m. All services for the remainder of this fall will be held in the church house basement on Broadway.

Everybody invited to attend.
T. M. Carney, Minister.

CHURCH OF THE NAZARENE

(1616 Avenue H.)
Mrs. Lillian Wilson, Pastor.
Sunday school, 9:45 a. m. T. A. McQuary, superintendent. Morning worship at 11:00 a. m. N. Y. P. S. at 6:45 p. m. Evening worship at 7:30 p. m. Prayer meeting Wednesday at 7:30 p. m.

You have no doubt been planning to attend the Nazarene church, but good intentions have not been sufficient. Make an effort. Join the good congregation who are coming each Sunday.

You will enjoy the spiritual atmosphere and find a warm welcome.

BECTON NEWS

The farmers are in hopes that the cotton will open faster now since the freeze we got last week.

School opened Monday after it had been dismissed three weeks for cotton picking.

Several people of this community attended the singing at Estacado Sunday afternoon.

Mr. and Mrs. Dan Blair are the proud parents of a 5 1/2 pound boy, who has been named Daniel Cleo.

Mr. and Mrs. M. K. Dell and daughter, Audrey Lee, went to Monroe Sunday to visit Mr. and Mrs. T. T. Roberts.

Bessie Pool, who attends school at Lubbock, was at home the week end.

Mr. and Mrs. Sam Burke and son, Porter, were guests in the McKinney home Sunday.

Ercell Givens was on the sick list last week.

Edna Scott of the Liberty community, spent Saturday night and Sunday in the home of Maggie Phillips.

Several people of this community attended the tent show at Lubbock last week.

Alice and Lillie Cowan of Lorenzo spent Saturday night and Sunday in the Popejoy home.

Emma Phillips attended church at Liberty Sunday afternoon.

The fleet of electric ferry boats now plying in the waters of San Francisco Bay is being increased.

The Golden Gate Ferry Company plans to build two new boats, larger than the Golden Gate and the Golden West, now in service.

The electric equipment for the new boats is to be built by the General Electric Company, which also provided the propulsion units for the two boats now running.

THE OLD HOME TOWN - by Stanley



RAILWAY MEN BUSINESS JAUNT

Officials Of Proposed Railway Make Quit-Claim Deed While In City Recently

Clifford Gruenwald, and Carey Scott, both of Houston, were in Lubbock Friday in the interest of the proposed Memphis, Lubbock and Roswell Short Line railway. A. B. Davis, manager of the local Chamber of Commerce, stated yesterday morning. The men were due to attend a conference early Saturday morning but for some reason the conference was not held.

While in Lubbock Gruenwald, who is president of the company, formed to make the road a reality, with J. N. Miller, both acting as trustees of the Altus, Lubbock and Roswell line, signed a quit-claim deed favoring the Memphis, Lubbock and Roswell circuit, Miss Irma Pryor, deputy court clerk, stated. According to the deed the company is incorporated for \$250,000.

Neither Gruenwald or Scott could be located for a statement, although both of them were found registered at the Lubbock inn. Dispatches from Memphis, however, stated that the men visited that city last week and sketched plans with business men there for the construction of the road. Included in the reports received from Memphis was the proposed route of the line, as follows: from Wellington through Collinsworth, Hall, Briscoe, Floyd, Hale, Lubbock, Hockley and Cochran counties to a point somewhere on or near the New Mexico line.

It was also stated that the company would ask for no bonuses or financial aid in any way for the construction of the road but that they would ask assistance in getting the land for the right-of-way. The men were thought to be on a tour of inspection over the right-of-way of the entire road.

Federated Clubs To Spend Day Visiting College At Canyon

CANYON. — When the Federated clubs of Texas meet in Amarillo November 11 to 15 they will find that they are to spend a portion of one day as guests of Canyon. They will be entertained at luncheon one day at Cousins Hall, one of the dormitories of the West Texas State Teachers College. Music for the occasion will be furnished under the direction of W. H. Clark.

College Professor To Tell About His Travel Experience

CANYON. — The Missionary Society of the First Presbyterian Church of Amarillo have arranged with Dr. C. A. Pierle head of the chemistry department of the West Texas State Teachers College to lecture to them on February 18, 1925, on his experiences in China. Dr. Pierle has lived in China 9 years during which he was connected with the American Indemnity College at Peking.

PURE COTTON SEED ASSOCIATION IS DOING GREAT WORK IN LUBBOCK COUNTY

NEARLY TWO THOUSAND ACRES PLANTED IN SEED FROM FINEST MEBANE FARM THIS YEAR; PROFIT ON SEED IS GREAT

Big things have small beginnings and history is often made without the realization of those most closely connected with the making. If the statement was made that a new company was putting in a plant in Lubbock that would bring \$200,000 net profit to the business men of Lubbock the fact would be heralded far and wide. And yet such a business has been established on a few acres of Lubbock county and this far has created little comment.

The Lubbock County Pure Mebane Cotton Seed Association was formed a little more than a year ago under the direction and through the foresight of the then County Agent Jennings. Fifty of the more progressive farmers of the county organized themselves together for the purpose of purchasing pure Mebane cotton seed and keeping these seed pure, adapting them to the climate of this section and the continued production and sale of such pure seed. Nineteen hundred acres have been planted this year to these seed, imported direct from the highest priced recognized Mebane farm in America and the cotton is now being ginned.

Arrangement To Keep Seed Pure
The first problem after planting pure seed is to keep the seed pure. This they are doing by making a contract with the Red Gin east of town to gin all of their cotton in lots of twelve, fifteen to twenty bales at a time, but that only after seeing that every roll is taken out, every seed removed from the conveyors, and that every other precaution is taken to guard against getting a mixture with the regular run of gin seed.

The association invited every gin in Lubbock to bid on this special service out for various reasons the Red Gin was the only gin to realize the importance of the movement. More than \$1800 worth of additional equipment has been put in to insure the purity of the seed and a special seed house built to care for them, where they are being sacked as they are ginned and every provision made to keep them from heating or any other possible damage to hurt their germination.

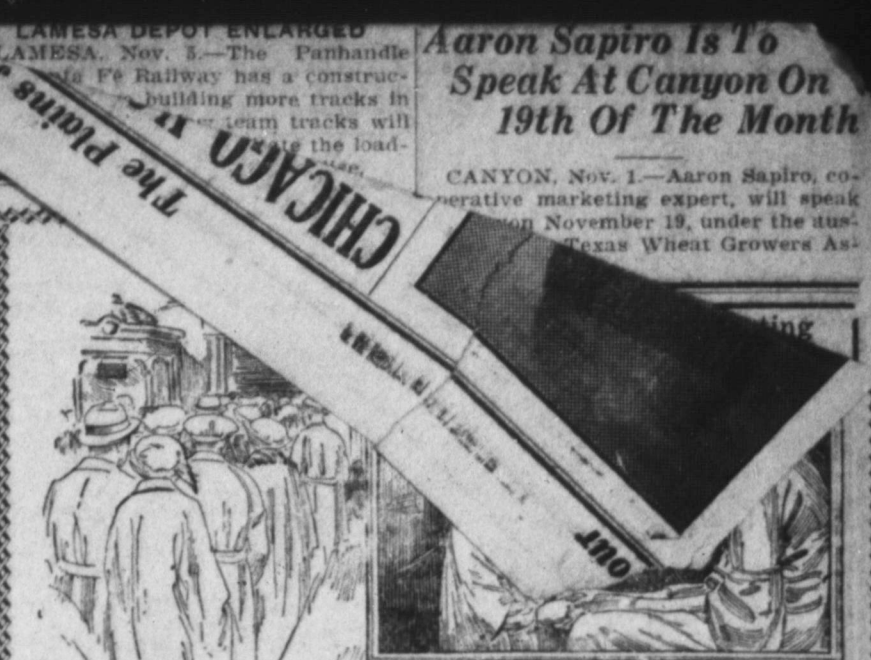
Profit On Pure Seed Alone
The Association will sack these seed

and after saving back enough for their own use plus 5 per cent additional to care for needs of breeders in case of a hail, sandstorm or other damage to the crop, will offer these pure seed to the farmers of Lubbock county at \$1.55 per bushel at the gin. This is against a regular price of from \$2.50 to \$3.00 charged for similar seed from East Texas breeders. At this price the Association will distribute in Lubbock county this year, including their own, over \$22,000 worth of pure cotton seed. But this is the least part of the profit to Lubbock county. The lint yield, improved grade and increase per acre production that will come to Lubbock county from the use of these pure adapted cotton seed will run from \$5.00 per bale to half as much per acre. The ginning percentage of the best group ginning of ten bales was something over 33.7 per cent of lint to the actual weight in seed cotton, or a most remarkable turnout. Individual bales ran as high as 35 per cent.

Short Staple Cotton Costly
Due to the fact that Lubbock county has depended upon every possible variety of cotton, poor grade seed and has given very little attention to the production and planting of a uniform grade of cotton or pure seed of any grade the section is classed generally as a short staple county and as a result the cotton from the county, except where it is graded on both staple and grade, which is about one time out of ten, is penalized an average of \$5.00 per bale, regardless of how long the staple may be.

If pure seed of a uniform variety are used generally throughout the county it will be but a short time until the buyers, the spinners and export purchasers will start to paying the full value of the cotton bought here on the good staple basis, and this will bring more than a quarter of a million dollars per year into Lubbock county to the farmers as a result of the work of this association.

Officers And Directors
Every member of the Cotton Seed Association is an actual producer of cotton, a real cotton farmer that appreciates the problems and profits of pure seed production.



Too Foot-Tired to Go?

ARE you often too much in dread of walking or standing to seek recreation, pleasure or companionship? Generally the cause is feet abused by harsh improper footwear.

Give your feet the gentle support of soft, kindly leather, the freedom of easy, yielding soles, and they will go everywhere eagerly, youthfully, tirelessly. Indeed, you can have neat, trim, excellent style, and foot health and comfort too.

Martha Washington Dress and Comfort Shoes

hold their shapeliness and they give you the utmost of wear. Styles for dress, for street, for household footsteps. Come here for sensible, comfortable Martha Washington shoes.



Exactly as Illustrated Price \$3.00

Exactly as Illustrated Price \$5.95

W. J. GARRETT
The Store for Everybody

\$500,000.00 TO LOAN

— on good South Plains farms. Our inspector lives here, stays in the office with us, we can give as quick service as any loan company that operates in this territory —our prepayment option beats them all, see us before you sign any loan contract.

GREEN & EDWARDS
Office Phone 50
Room 205 Security State Bank Bldg.

Ainsworth's Market
Selected by
Mrs. Chitwood

To conduct her demonstration on meats. Mrs. Chitwood after a careful examination of our markets selected AINSWORTH'S to cut up a complete beef on the stage of the Cooking School at the Friday session.

Mrs. Chitwood uses nothing but the very best and it is an honor to be selected for this demonstration. She will show the housewives of Lubbock the different cuts of meat, their prices and how to cook the less popular cuts.

ATTEND THE COOKING SCHOOL FRIDAY

Ainsworth Markets
1015 Broadway 818 Main

Line Your GARAGE

With SHEETROCK Now!

Is your garage cold in winter? Do you have trouble starting your car on frosty mornings? Are you fearful lest the cold-cause the enamel on your car to crack, the tires to deteriorate, the radiator to freeze? And what about the danger of fire where gasoline, oil and waste rags are ever present?

You can reduce these discomforts and dangers to a minimum by lining your garage with Sheetrock, the Fireproof Wallboard.

HIGGINBOTHAM-BARTLETT LUMBER COMPANY

The Measure of-- SUCCESS

It is no longer the exact amount of cash on hand, but the service rendered and credit rating of the man or business.

This is particularly true of banking institutions whose chief commodity is service and whose greatest influence is the solid, substantial credit rating of confidence, stability and permanence that can only be builded through a period of years and experience.

Substantial, successful business men seek substantial, successful banking connections and the growing number of Citizen's National Bank checks found in the stream of South Plains business indicates that they are finding such a connection here.

Citizens National Bank
THE OLDEST BANK IN LUBBOCK COUNTY

SAM C. ARNETT, President.
FRANCE BAKER, Active Vice President.
F. C. NORMAN, Vice President and Cashier.
W. O. STEVENS, Chairman Board.

The Plains Journal

Journal, Lubbock, Texas, Thursday, November 6, 1924



Miss Gladys Douglass, formerly of Lubbock, but now of Littlefield, is seen at the polls today. She is wearing a dress and a hat. She is looking towards the camera.

SEE EXCITEMENT

Fights And Burned Polls Take Important Part In Voting In Illinois City

CHICAGO, Nov. 4.—(SPECIAL)—One man was shot and one polling place was burned as Chicago went to the polls today. Six men in a speeding automobile shot Antonio Rudinsky as he was emerging from the voting place. The motive for the attack was not divulged. An over-heated stove in one voting place destroyed ballot boxes and the booths.

Canyon Light Plant Placed In Hands Of Texas Utilities Co.

CANYON, Nov. 1.—The Canyon light and power plant which has been owned and managed by A. J. Arnold for several years, was taken over today by The Texas Utilities Company. The new firm will immediately add an ice plant to the present equipment. They expect to make this a high power station and will immediately begin to build a line to Happy, seventeen miles south of this place. A. J. Arnold will be manager for the new concern.

CALLS IN WASHINGTON
WASHINGTON, Nov. 1.—General Alvin Calles, president-elect of Mexico, visited the tomb of America's unknown soldier here today. He also took lunch at the White House with President Coolidge.

Want Ads

LOST—A white gold Swiss wrist watch with sterling silver wrist band. Finder please call 369 or apply Chamber of Commerce office. Reward. 4tp

LOST—Red fox fur neckpiece at circus grounds Friday. Reward. Phone 599.

FOR SALE—Good kitchen range at a bargain. Phone 571. 4tp

FOUND—Gold Masonic watch charm at Fair Grounds. Owner may have same by calling at Plains Journal office and paying for this ad.

We buy, sell or trade Cotton Seed. See us—Stubbs Brothers, 214 1/2 St. two blocks South and one-half block east of Courthouse.

OPPORTUNITY TO BUY LUBBOCK LOTS

In response to numerous inquiries concerning opportunity to buy lots 1 and 2, block 102, located in the heart of business district of city of Lubbock, the owner has decided to receive offers from such persons as may desire to purchase above lots.

If you are interested please mail your bid, stating terms desired.
Address: I. R. Kelso, care Texas Utilities Company, Lubbock, Texas. 11

BUY ONE TODAY

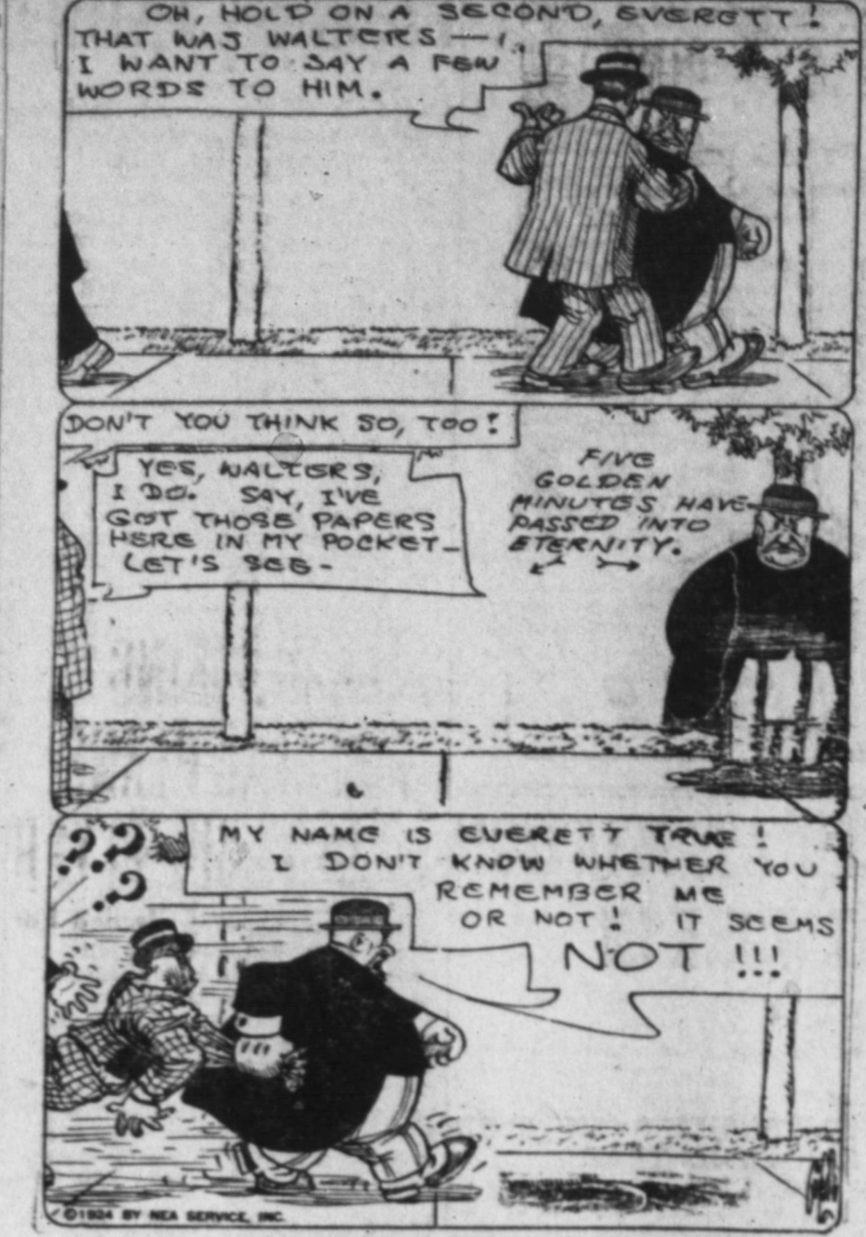
Best, most interesting and true picture of life, character and noble deeds. Nothing like it. All good. You shouldn't fail to read Liberty Island. Just 20c at Lubbock and Idalou drug stores, or from the author, T. J. Estes. 2tp

WANTED—For general housework, a dependable girl white preferred. Must be able to care for children. Call 767-M or call at 2317 Main street.

FOR SALE

Good section well improved land 10 miles southwest Lubbock. 225 acres in cultivation. Brick school at corner of section. Real bargain if sold at once. Ira L. Guffey, owner. Phone 830. Write Box 555, Lubbock, Texas. 2tp

EVERETT TRUE



Use Motor Truck To Demonstrate Modern Home To Colonizers

OTTAWA, Ont., Nov. 1.—Bringing city conveniences to the farm home by means of a motor truck traveling through newly settled districts, fitted up with all the appointments of the modern house is the latest method of land colonizing adopted by the Ontario Department of Agriculture.

The truck is equipped with a complete water pressure system for a house. It includes bathroom, drinking water supply, shower bath, kitchen, electric water pump, hot water range, electric water pump, hot water range, contrations of how to apply the system to the farm are given along the roadside.

MRS. HAUPTRIEF BURIED

SAN MARCOS, Nov. 1.—The body of Mrs. Annie Hauptrief, who hanged herself in jail here Thursday night, was buried this afternoon in a country cemetery.

HEADS OF TEXAS U. PLAN CHANGES IN CAMPUS PLAN

Additional Buildings Needed For Institution Force Change In Campus

AUSTIN, Nov. 4.—In the office of President W. M. W. Splawa of the University of Texas there was recently held a joint meeting of the building committees of the regents and of the faculty of that institution. There met with these committees Prof. James M. White, of the University of Illinois, consulting architect for the University of Texas, and Herbert M. Greene, of Dallas, the University architect. The purpose of the meeting was to discuss the campus plan as developed by Professor White. The faculty committee for some months has been working on the campus plan, that is, a scheme for locating future buildings. Their expert adviser has been Professor White, of the University of Illinois, who is also the architect for that institution.

"It is recognized that it is important to have a plan worked out in advance, so that any buildings erected in the near future may fit into the development of a harmonious campus layout," President Splawa explained. "Before locating the next building, which will be a recitation building, both the faculty and the regents are convinced that it is necessary to have the plan for the campus pretty well developed and agreed upon."

"The purpose of the meeting just held was the discussion of Professor White's recommendation concerning this campus layout. The location of particular buildings did not come up. The architects are agreed that the University of Texas is very fortunate in the location made by the Texas people when they selected the present site of the University. A most attractive arrangement of buildings can be worked out. The object of the studies now being carried forward is to assure a maximum economy, the greatest convenience and usefulness, and genuine beauty."

TROOPS TO HERRIN

CARBONDALE, Ill., Nov. 4.—National Guard troops today were ordered to mobilize and proceed at once to Herrin and Marion, in "bloody Williamson county." The troops were requested when indications pointed to trouble there this afternoon in the Klan war.

ONE MAN OUT ON BOND FOLLOWING NEGRO SHOOTING

S. J. Buckner Released From County Jail; Try For Bond For T. H. Pierce

S. J. Buckner, farmer residing sixteen miles east of the city, was released from the custody of county officials Sunday afternoon on a bail of \$1,500. It was announced here this morning, T. H. Pierce, who was held with Buckner and who operates the same farm that Buckner does, is still in jail although R. R. Myers and R. E. Calfee, neighbors, believe that they will raise a bond for him some time today.

The men were held by the sheriff's forces following the shooting of a negro named Williams, who has not yet been found. He is supposed to have escaped the men after the shooting.

TEXAS QUIET

FORT WORTH, Nov. 4.—With the exception of the burning of a poll at Coker, near San Antonio, today's election was generally reported quiet over the state with indications of one of the heaviest votes in history. The first quarter to be heard from was Houston, where one precinct gave Butte 108 and Mrs. Ferguson 92, and another box reported 35 for Butte and 15 for Mrs. Ferguson. Houston went for Robertson in the primary.

Send your next printing **JOB** to The Plains Journal Phone 884

Professional Directory

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Lubbock Klan 326 meets every Thursday night 8:30. All members urged to attend. Visiting Klanmen welcome.—See'y.

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Smaller communities have advantages when it comes to attracting new industries. Land is cheaper, taxes lower, overhead expenses less, and living conditions for the workers better.

These are some of the reasons why industries are seeking to get away from large centers of population.

This movement is made possible by improvements in power and light, transportation, communication and the public utility services generally.

It is made definite for a given community by the extent and character of these services that are available there.

In this movement to take advantage of opportunities this company is cooperating with Lubbock and the people here by supplying light and power that meets the needs of a growing community that expects to add more industries and business.

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AMORTIZED **6% Farm Loans 6%**
One Rate and Plan to All
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R. Smith, sales manager of the Great West Mill and Elevator company, martins in Lubbock this week during the Plains Journal Cooking School, visiting with their local jobbers, the Waples-Platter company. Mrs. Chitwood has used Great West and Amarillys flours in several previous cooking schools.

CHICAGO MAN TO PRESERVE TEXAS LIFE IN MUSEUM

Wild Life Of Coastal Regions To Be Placed In Big Field Museum For Display

CHICAGO, Nov. 3.—Wild life of the lower Texas border and coastal waters, much of which will soon become extinct owing to the invasion of agriculture, horticulture and commerce, will be preserved in its present state in the Field Museum here.

Alfred C. Weed and Leon L. Pray, of the Division of Fishes of the Museum, have just returned from the vicinity of Point Isabel, Brownsville and Kingsville where they spent two months gathering scores of fish, bird and mammal specimens under the auspices of Capt. Marshall Field expedition.

Although the primary business was to collect the unusual species of fish along lower Texas gulf coast, the scientists brought back forty kinds of mammals, including a rare rice rat and nest, two small southern cottontails, about half the size of ordinary rabbits; seventy-five birds for mounting, including a Texas screech owl, and hundreds of insects.

Several large sharks, a sawfish with a saw three feet long, giant sting rays, large leopard rays, curious cow nosed rays appearing to have two mouths, thirty and forty pound channel bass, twenty pound sea pike, tarpon, porcupine fish, electric fish, large black drum, hammerhead sharks and many other specimens were included in the results of the fishing expeditions.

West Texas Teachers Win In Pair Of Grid Games In Past Week

CANYON, Nov. 1.—Last week the "Calves" football team of the West Texas State Teachers College High School Department, and the "Yearlings," the second string men of the college team, won in the games they played, the Calves defeating the Happy high school team and the Yearlings winning over the Tullis high school team.

FUNNY how few people with good savings accounts get their names in the divorce columns.

There must be some good in saving besides the money accumulated, says—

U. B. Drifty



This bank invites your savings account.

SECURITY State Bank and Trust Comp'y

Wants to help those who try.

FRATERNITY MEN AT STATE U. ARE LEADING GRADES

False Idea That Greeks Flunk All Courses, Report Of Registrar Shows

AUSTIN, Nov. 3.—Out of twenty-two men's social fraternities in the University of Texas, twenty passed the average set by the entire student body and are eligible to initiate their members this fall, according to information given out by Dean H. T. Parlin, chairman of the committee on students' social organizations. All of the girls' societies passed the average.

Highest standing scholastically among the organizations belongs to the girls, as Kappa Alpha Theta sorority holds first place on the list, according to grades made by the members last session. Ranking second among the girls is Alpha Delta Pi sorority, which tied with the highest ranking of the men's organizations in the scholastic averages. Academic Fraternity holds first rank among the men's social clubs, and Pi Kappa Alpha fraternity ranks second. The only two fraternities failing to make the average for initiation were Alpha Tau Omega and Kappa Sigma. Last year eight fraternities failed to make the average, and this year's record is considered remarkable.

According to regulations of the University, no social organization may initiate new members unless the average scholastic standing of the group is equal to the average scholastic standing of the entire student body. A chapter ineligible to initiate this fall, however, may become eligible to initiate new members in the winter term, provided they raise their scholastic standing sufficiently during the current term.

MASONS PLAN TO STAGE CEREMONY ON NOVEMBER 22

Moslah Temple, Ft. Worth, Will Be Host Imperial Potentate

FORT WORTH, Nov. 1.—Moslah Temples' fall ceremonial, will be held Saturday, November 22, and will be attended by Imperial Potentate James E. Chandler, Kansas City, Missouri; James E. Burger, Imperial Deputy Potentate, Denver, Colorado; David W. Crossland, Imperial Chief Rabbah, Montgomery, Alabama, and Frank C. Jones, Imperial High Priest and Prophet, Houston, Texas, according to latest advices received by Potentate Frank Taylor. In addition Potentate George S. Dowell, Ben Hur Temple, Austin, Texas, and E. S. Burchett, Karen Temple, Waco, Texas, have also accepted Moslah Temples' invitation to attend the ceremonial. It is expected there will be several other members of the Imperial Council who will be present and several other Potentates from other Texas and adjoining states Temples in attendance who have not yet been heard from.

The presidential suite at the Texas Hotel has been reserved for the Imperial Potentate and his party who will spend the day in Fort Worth as the guests of Moslah Temple attending Moslah Temples' spectacular fall ceremonial. Entertainment for Nobles and Novices will be provided both Friday and Saturday, November 21 and 22 respectively on which dates Nobles will be registered that they may attend all the entertainment being planned. Arrangements are being made to take care of 5,000 or more Shriners who are expected to attend the ceremonial.

The celebration begins at Ayacucho on the battle anniversary, December 6, 1924, and will end at Lima. Peruvian and Bolivian forces will stage a representation of the famous battle on the spot. A gigantic statue of Marshal Sucre, commander of the victorious Peruvian forces, will be unveiled and a memorial phantom and museum opened in Ayacucho in connection with the anniversary celebration.

Ayacucho lies in a valley of the Andes in central Peru, midway between Cuzco and Lima. It is about 360 miles from the capital. It was there that Marshal Sucre, whose army had been harried and pursued by the Spanish forces of Viceroy La Serna for several days, turned and gave battle resulting in decisive victory for the Peruvian patriots. After one day's fighting over the plain of Ayacucho the Spanish troops surrendered and Spain gave up a continent after three hundred years of dominion.

PERUVIANS HOLD CELEBRATION OF INDEPENDENCE

December 6th Will Be Opening Date Of Fifteen Day Party After Spain's Loss

LIMA, Peru, Nov. 3.—The one hundredth anniversary of the battle of Ayacucho, which ended the dominion of Spain in South America, will be fittingly celebrated by the Peruvian government in a 15-day program of fiestas and patriotic demonstrations. The nations of the world have been invited to send official missions.

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L. D. Albrighton, business man of Amarillo, transacted business here several days this week.

Judge L. A. Wicks of Falls, Texas, was a Lubbock visitor Friday. Attorney Fred C. Pearce transacted business in Lamesa Wednesday.

BURGULARS LEAVE APOLOGIES WHEN THEY LOOT SAFE

WHEELING, W. Va., Nov. 1.—Police here maintain that some burglars have a well-developed sense of humor.

Recently robbers entered a 5-an-10-cent store and, in trying to open the safe, broke the combination. They had to content themselves with two dollars' worth of stamps taken from a drawer.

In investigating, police found a note on top of the safe.

"Next time," it said, "kindly leave the combination within easy reach and the safe will escape injury. Regretfully yours.

"(Signed) KISSES AND TEARS."

PROFESSORS ARE TO MAKE LIQUID AIR AT TEXAS U.

New Machine Is To Be Placed In Laboratories In Thirty Days, Heads State

AUSTIN, Nov. 3.—Liquid air will be manufactured at the University of Texas when the new liquid air machine is installed in the chemical laboratory. It is said that this machine is the first of its kind in this part of the country, and is a distinct addition to the University equipment.

The machine will be installed in about thirty days. It is a high pressure four-staged pump, working under a pressure of 3,900 pounds. It is mounted on a cement block, and a 15-horsepower motor is required for its operation.

Liquid air is used for freezing purposes, and for obtaining very low temperatures for experimental work. With the aid of this machine, experiments will be made at the University which have not been possible heretofore. The use of liquid air is one of the most convenient ways for making low temperatures, it is stated, and is now largely used in chemistry for that purpose. It can be stored very easily in vessels and poured out like water. In fact, it looks like water, but is much colder than ice.

CANYON COLLEGE PURE BRED HOGS AND CALF SOLD

Joe Boy Hill, One Of Best Of West Texas Bull Calves, Is Sold To Happy Man

CANYON, Nov. 1.—The College Farm, an important unit of the Teachers College organization here, has recently sold \$1500.00 worth of pure-bred hogs to a local buyer.

Joe Boy Hill, one of the best bred Jersey bull calves in this section of the country, was sold this week to G. W. Cox, of Happy, Texas. This calf has been a pet of the agriculture students and was named for the younger son of President J. A. Hill.

Burley Wright of Slaton passed through Lubbock Friday enroute to Littlefield, for a days visit with relatives. Mr. Wright formerly of Littlefield.

GUN AND LOCKSMITH SHOP

Located at Wright & Wright, Inc.

Bring in your guns and get them repaired before the fall hunt. Be prepared when you want to go hunting.

Bullets removed from your gun without heating your barrel, heating the barrel ruins your gun.

Keys made for all kinds of locks, with or without pattern locks, rebuilt and repair. All kinds of light repairing—Typewriters, Lawn Mowers, Electric Sweepers, etc. All mail order will receive my personal attention. Your work solicited.

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It's open season for turkeys and we are out after them. Of course we expect to pay a good price for all we get—so bring them along.

Plains Poultry & Hide Co.

Dependable Buyers of Poultry, Eggs and Hides

F. A. McCASKILL, Prop.

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BELIEVE TENNIS WILL BE BETTER IN COMING YEAR

Many Teams Planning To Enter Foreign Competition In Season To Come

NEW YORK, Nov. 1.—Tennis during the coming season promises to be greater internationally than it has been at any time during its history. The United States, French, Australian and Japanese players are planning tours in various countries which are of mammoth scope, and the English are due in the United States.

The Kinsey Brothers, Robert and Howard, according to present plans, are going to make a sweeping tour through Australia, Japan and China. This will be their first long trip and will extend over a period of six months. Bob Kinsey last year went to Honolulu, capturing the mid-Pacific tournament there, and the brothers have made other short excursions, but nothing corresponding to the present one.

Jean Borotra, captain of the French Davis Cup team, which was defeated this year by Australia at Longwood, has planned a year of constant travel, covering practically the same course as that of the Kinsey brothers. With him will travel Jacques Brugnon.

It is expected that the Harvard-Yale team will be hosts to the Oxford-Cambridge tennis players next summer. This year the Americans went to the other side.

T. Harada and Masanao Fukuda during the last season talked of bringing several college undergraduates to this country so that they might see how the game is played here. It is possible that the plan will be carried out.

Vincent Richards for a while contemplated a trip to Australia, but will remain in this country for the time being. His trip was to have taken him through February to the formal opening of next season.

It is also expected that the Australian Davis Cup team will be back in this country next summer. This year found Pat O'Hara Wood, Norman E. Brookes, R. E. Schlesinger and Frederick Kalms here for six months, playing in all the leading tournaments.

ASK WAR BONUS

KANSAS CITY, Nov. 1.—Printed stickers, reminding Kansas voters next Tuesday not to forget the referendum giving a \$100 a day bonus to veterans of the War with Spain, were distributed by national headquarters of the Veterans of Foreign Wars here today throughout Kansas. The stickers read: "Two years ago you showed your approval of the deeds of veterans of the world war by adjusting their compensation; are the deeds of the men of '98 less worthy?"

Industrial conditions throughout Texas show marked improvement during last few months, according to U. S. employment service.

El Paso—Work started on construction of carpenters' union building.

Read Journal ads, it pays.

FOR BLUE BUGS

And other insects in hen house, palat one time with

"MARTIN'S ROOST PAINT"

For Bugs on poultry simply feed

"MARTIN'S POULTRY TONE." Results guaranteed by Patterson Grain Co.

TWELVE ARE HURT IN OHIO KLAN RIOTING

NILES, Ohio, Nov. 1.—(Special)—Twelve persons were seriously injured here shortly after noon today when street gun fights and riots were precipitated by members of the Knights of the Ku Klux Klan and rival order, the Knights of the Flaming Circle.

Gov. Donaghy, when informed of the trouble, immediately dispatched troops from Columbus and placed the city under strict martial law.

The trouble occurred when the Knights of the Flaming Circle attempted and succeeded in halting the parade advertised by the Knights of the Ku Klux Klan. After the first skirmishes, in which fists were used, guns were drawn and fired at random, resulting in the wounding of twelve of the persons engaged in the combat.

Conditions gradually returned to normal with the arrival of the state troopers but an investigation is now under way to check the casualties and attempt to discover the leaders in the fray.

CHICAGO ASKING FOR FLAG PLANE OF GLOBE FLYER

Plan To Place Ship Named For City On Permanent Display If Wish Is Granted

CHICAGO, Nov. 1.—An effort is being made to make this city the permanent home of the Chicago, flagship of Lieutenant Lowell Smith, commander of the first "round-the-world" airplane flight. The movement is being sponsored and pushed by a master organization of seventy-two clubs and civic organizations of this city.

Lieutenant Smith is to fly the Chicago to this city on November 8. He will be accompanied by his mechanic, Lieutenant Leslie Arnold.

When the two fliers come each of them will be presented with a \$4,000 automobile as a token of the city's appreciation.

Should the city be successful in securing a Government order for the permanent housing of the big ship, the plane will be kept intact and placed on permanent exhibit. The Army and in the movement to obtain the now Navy Club of Chicago is very active historic plane. The flagship is being shipped from Seattle, Wash., where the flight ended officially, to Dayton, where it will be reassembled for the flight to Chicago.

Smithville—Missouri, Kansas & Texas Railroad Company making extensive improvements at stationary plant.

San Antonio—Section of Menger hotel recently destroyed by fire, to be rebuilt.

Victoria—B. & M. railroad building bridge over Mission river.

Houston's banking resources exceed \$150,000,000.

LAMESA DEPOT ENLARGED

LAMESA, Nov. 3.—The Panhandle and Santa Fe Railway has a construction crew here, building more tracks in the local yards.

New team tracks will be added in order to facilitate the loading and unloading of merchandise.

Supp. J. F. Anton, of the railway, announced that an addition of ninety feet will be made to the local depot. This work is to be started at once. The present depot is wholly inadequate to handle the business here.

Lillian Goff of Tahoka is in a local sanitarium for medical treatment.

Mrs. O. J. Mobley left today for Dallas where she will visit her mother, Mrs. Sam Newman, and other relatives for several days.

Aaron Sapiro Is To Speak At Canyon On 19th Of The Month

CANYON, Nov. 1.—Aaron Sapiro, cooperative marketing expert, will speak in Canyon November 19, under the auspices of the Texas Wheat Growers Association.

Send your next printing

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Comfort-Plus Underwear

It's the ease and durability of this underwear that makes these garments so desirable. Shown in a variety of styles—some with full length sleeves and legs, others with three-quarter length legs and short sleeves.

Wholesale - Roberts Corner Merrill Hotel

A Stove For a DIME!

EVERY TIME YOU SPEND A DOLLAR CASH OR PAY ONE DOLLAR ON ACCOUNT You Are Entitled to a Ticket and The Lucky Number

- WILL HAVE CHOICE OF ONE OF THESE STOVES:
1. Full White Enamel Range, Value \$125.00
 2. Allen Parlor Heater, Value \$125.00
 3. \$125.00 Superflex 5-Burner Oil Stove, With Built-in Oven; The Latest Made

Dec. 27, at Moore Brothers

Be Sure to Call or Your TICKETS They Are Valuable

Moore Brothers

Hardware, Furniture, Harness and Auto Tops 908 Main Street Lubbock, Texas

OF STEALING FOOD; SHE'S A BEAR AT IT, TOO, OFFICERS HAVE FOUND

WASHINGTON, D. C., Nov. 4.—The Lena is on record in the Bureau of National Parks as having taught her cubs to become the smartest camp robbers of any of Uncle Sam's tourist domains. Lena and her family live in the Rocky Mountains adjacent to Granite Park chalet camp in Glacier National Park, Montana.

The tourist camp cook was at his wit's end keeping hams and bacon away from Lena during the early summer. He finally hit upon what he thought was a safe place to hang them. He stripped a thin lodge pole pine and with the aid of an extension ladder, strung the meat high up. From the kitchen chalet window he and the cooks enjoyed many laughs at the expense of big fat Lena who presented a ludicrous sight as she tried to bug the slender circumference of the lodge pole pine in futile effort to climb it. There was not enough tree for Lena to properly hug to make the ascent. The show was better than a vaudeville performance the first two mornings all daybreak. But on the third day, Lena brought her cubs with her and staged an act the cooks didn't get a laugh out of. For when they looked out of the window, they saw Lena sitting on her haunches eating a ham which she was holding in her forepaws. Two cubs were at her side each munching at a slab of bacon. A third cub was nearly up to the top of the lodge pole pine where it tapered the most, tugging tenaciously at a ham to dislodge it.

The smoked meat supply of the chalet tourist camp in the recesses of the Rockies was safely kept the rest of the summer, but not until an umbrella-shaped piece of tin was fastened on the pine six feet from the ground. The cubs came back for more but the cooks had the laugh on them again for although the little bears exhibited all manners of cunning in their efforts to get up, on each occasion they ended their amusing antics by sitting up and gazing nonplused at the barrier.

Rays of Light
BY DR. MILLARD F. SWART



STYLES AND COMFORT IN GLASSES

We will fashion glasses for your face—glasses that will restore your sight and add to your appearance. Today's eyeglass service as exemplified by this concern is one of perfect satisfaction.

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Specialist
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DEAD PRESIDENT OF C. I. A. TO BE GIVEN MONUMENT

Thousands Of Friends Of Frank Bralley Rallying To Cause With Their Dollars

DENTON, Nov. 4.—If President Bralley lives again upon the campus of the College of Industrial Arts, it will be because those who loved and revered him in this life have willed it. To be sure, he can not come again in the flesh, but through the pure strings of Texas citizenship he can come again in spirit in the role which, lying closest to his heart in life, must yet be his in death—that of service.

No pile of stone or brick on Blue Serge Hill can adequately commemorate the man who died a martyr that Texas might have the greatest state woman's college in the world. And yet, through serving a purpose, through aiding in the shaping and moulding of the plastic young lives about it, such a memorial to the great educator might somehow objectively the work of a hand now stilled.

Accordingly, friends of the late C. I. A. president and patriots in the service of the college have embarked upon a campaign with one of three ultimate goals in view. With the dollars of those who find in the inspiration of President Bralley's life just cause for contributing to a worthy monument so that others may ever be reminded of his service, a new building will be erected, a building now on the campus will be memorialized, or a legislative appropriation for some needed building will be supplemented. It is hoped that the first named project may be carried out.

The college is badly overcrowded, and to construct a new building for a memorial would serve a tremendously useful purpose. And too, a building program was ever the cherished ideal to which Dr. Bralley clung during his administration.

And so, two thousand graduates, most of whom walked the way with him a little while, 1700 students now enrolled, the faculty, the ex-students and all the great host of friends of C. I. A. will be petitioned in the cause. Upon their response in tribute to the memory of the man who gave his all for education, will depend the consummation of this cherished project.

Frank Bralley hovers close about the college on a hill in Denton. It has lost none of its reverence for the idealism, the rugged courage that characterized his life upon the campus. But will posterity, those who never were touched by the dynamic personality of the serious-faced man, feel yet the caress of a vanished hand? Frank Bralley's friends will answer!

The Weary Willies have gone into winter quarters. That means that Hobo College, 256 Bowery, New York, is functioning. It is said to be a surprising place in more senses than one. There are electric appliances to give the hoboes the "home" atmosphere; and among other acceptable appointments are electric heaters, said to have been installed by preference over the log fire, as the latter would be too painful a reminder to the patrons of how they usually earn a charitable bite while "on the road."

MRS. CHITWOOD'S A WEEKLY HINT

RECIPE FOR BISCUITS

The following is Mrs. Ida Chitwood's famous recipe for biscuits, the baking of which she will go into tomorrow at the Plains Journal's first annual cooking school, being held every afternoon through Friday at the First Baptist church:

Making Biscuits
The ability of a person as a cook is very often judged by the biscuits she makes, yet I know of nothing which is more often poorly made than biscuits and they are really very simple and quickly made. If the recipe is followed carefully and measurements are made accurately, only a little experience is required to produce most excellent ones. Good biscuits, I think, are light and flaky with a crisp brown top and under crust and with a delicious flavor.

The principal requirements in making biscuits, as in the preparation of other foods, is to be sure to use the best ingredients possible and to follow a good recipe in a systematic way.

Read the recipe.

Place all utensils required on the table.

Collect all ingredients called for.

Light the fire.

Mix and bake.

Utensils Required

Mixing bowl (earthen preferred). If not available use an enamel bowl. A pan with a round bottom is most convenient for mixing the dough.

One knife.

One spatula (medium size).

One tablespoon.

One teaspoon.

Flour sifter.

One measuring cup.

One shallow biscuit pan.

Biscuit cutter.

Ingredients Required

A good bread flour, Royal Baking Powder, salt, Crisco and milk.

Lighting Fire

Biscuits require a hot, quick oven, because if cooked in a slow oven, the carbon-dioxide gas which causes biscuits to "rise" will escape. They should remain in the oven 12-15 minutes to give them an appetizing delicate brown and thoroughly bake them, that is the average sized baking powder biscuit.

Method of Mixing

Sift the flour once before measuring, then mix and sift dry ingredients three times into a round bottom bowl.

Cut the shortening into the dry materials with a knife, or rub in with the tips of the fingers. The mixture should have somewhat the appearance of cornmeal when the shortening is well worked into the flour.

Add milk gradually, enough to make a soft dough.

Turn dough onto a well floured moulding board, or on the floured top of an enameled-top table.

Pat or roll lightly, until three-fourths of an inch thick. Handle the dough just as lightly and quickly as possible.

Cut with a biscuit cutter first dipped in flour. Place biscuits close together on a slightly greased baking sheet and bake in hot oven 12-15 minutes (temperature 475 degrees).

Baking Powder Biscuit
(Emergency or Drop Biscuit)

Sift into mixing bowl:

2½ cups bread flour.

3 teaspoons Royal Baking Powder.

1 teaspoon salt, with tips of fingers work in.

3 tablespoons Crisco, then add gradually.

1½ cups milk. Mix with knife to soft dough. Pat and roll ¾ inch thick, shape with biscuit cutter and bake 12 minutes at 450 degrees-500 degrees F.

Cheese Biscuit

To Royal Baking Powder Biscuit mixture add:

1 cup grated cheese. Roll 1-2 inch thick, shape with small round cutter and bake 10 minutes at 450 degrees-500 degrees F. Serve with salads.

Butterscotch Biscuit

Roll Royal Baking Powder Biscuit mixture very thin and spread with 1-2 cup Crisco creamed and mixed with 2½ cup brown sugar. Roll up like a jelly roll, cut in pieces 1 inch thick, put in greased muffin pans cut side up and bake 15 minutes at 400 degrees F.

Orange Biscuit

Roll Royal Baking Powder Biscuit mixture 3-4 inch thick. Shape and cut with round cutter 1 inch in diameter and place close together on greased tin sheet. Break 15 lumps demerol sugar in halves and squeeze the juice from ¼ orange. Drop pieces of sugar, one at a time, in juice and press down into center of each biscuit. Grate orange rind over biscuits and bake 15 minutes at 400 degrees F.

Carnival Increases Fund For Dormitory For Canyon College

CANYON.—The Mary E. Hudspeth Hall Fund, which is being built up to erect a co-operative home for young women students of The West Texas State Teachers College, was increased slightly more than \$25 by a carnival which was held in Canyon recently. The work connected with the production of the carnival was all donated and the expenses of the enterprise amounted to only about twenty-five dollars. Mary E. Hudspeth Hall is to be erected by the ex-students of the Teachers College. It is named in honor of Miss Mary E. Hudspeth for many years dean of women of the college and always a friend of all girls.

Mr. and Mrs. James R. Dow had as their guests the last of the week, Mrs. Dow's mother, Mrs. R. E. Maddox, of Farwell.

STOP THAT ITCHING

If you suffer from any form of skin diseases such as Itch, Eczema, Tetter or Cracked Hands, Poison Oak, Ring Worm, Old Sores or Sores on Children. We will sell you a Jar of BLUE STAR REMEDY on a guarantee. It will not stain your clothing and has a pleasant odor.

BOWEN'S DRUG STORE
1116 Avenue 1

For The HOUSEWIFE

How should the housewife spend the family budget to get the best return in food value? The home economics specialists at State College say that of the money allowed for food, one-fifth should be spent for breadstuffs and cereals, one-fifth for vegetables and fruits, one-fifth for milk and other dairy products, one-fifth or less for meat, and one-fifth for other foods, including the fats and sugars.

Dr. Sherman of Columbia University, after many years of investigation and research, has found that the average American family spends more money for meat than for any other foodstuffs in the diet.

In order to come within the budget allowed for meat and still feed the family properly, the housewife must plan meat substitutes. Here are two or three suggestions given by the home economics department of South Dakota State College.

Italian Macaroni

1 quart cooked macaroni

1 teaspoon salt

6 tablespoons bacon fat

6 tablespoons (level) flour

½ cup chopped green peppers

1 tablespoon chopped sweet red peppers.

1 cup chopped onion

1 quart strained tomato juice

¼ pound American cheese grated

Cook onions and peppers in bacon fat until soft but not brown. Stir in flour quickly and continue stirring until mixture is well blended and smooth.

Add hot tomato juice and stir until it boils. Add salt and macaroni and cheese. Place in a buttered baking dish, sprinkle with buttered bread crumbs and brown in the oven. Cooked rice may be substituted for macaroni.

Potato Croquettes

2 cups rice potatoes

2 tablespoons butter

½ teaspoon salt

½ cup chopped nuts

1-6 teaspoon pepper

¼ cup chopped celery

2 tablespoons chopped onions

1 egg yolk

Milk to moisten.

Mix ingredients in the order given and beat thoroughly. Shape into balls. Roll in bread crumbs, egg, and again in bread crumbs. Fry in deep fat.

Cabbage Rolls

Any left over fish or vegetable may be combined with a white sauce and used as a filling for the roll. Select large-whole-cabbage leaves and parboil 10 to 15 minutes. Remove from water and cool slightly. In the center of each leaf place a large tablespoon of the creamed mixture and draw the edge of the leaf over to form a roll. Bind with toothpicks. Place on a buttered baking dish and bake in a moderate oven until brown. Baste with butter or bacon fat.

White Sauce

2 tablespoons butter

2 tablespoons flour

¾ teaspoon salt

1 cup milk

LINDSEY THEATRE

MONDAY and TUESDAY



SIDNEY OLCOTT
DIRECTOR

RUDOLPH VALENTINO
in 'Monsieur Beaucaire'

with BEBE DANIELS, Lois Wilson Doris Kenyon, Lowell Sherman

No Advance in Prices

Blanket Special

Extra Good Cotton Blankets, only

\$3.45

Real pretty Quality Blankets, in large size, 66x80 in a variety of pretty colors of Plaid

Each only **\$3.45**

Barrier Bros.
DEPENDABLE MERCHANDISE

Tiny Appetites need wholesome digestible foods

For easy digestibility, scientists agree, a fat should melt near body-temperature (98 2-5 degrees). Crisco's melting point is even below this.

This is one of the many reasons why Mrs. Ida Chitwood uses Crisco exclusively in the Cooking School now being conducted by this newspaper. Crisco—for homes that want the best in cooking.



The All-Purpose Cooking Fat

Crisco is the trademark for a shortening manufactured and guaranteed purely vegetable, by The Procter & Gamble Company, U. S. A.

OPERA FOR LUBBOCK!

The Lubbock Music Club Presents through William Wade Hinshaw

Don Pasquale
(by Donizetti)

With the costuming and scenic effects as produced in the Metropolitan and Eastern opera houses, with

Irene Williams, De Heirapolis, Remington

And Supporting Cast at

High School Auditorium

November 15th

Seats now on sale at City Drug Store

MRS. HOBART AND COMPANIONS ARE FINED IN COURT

Widow of Man Found Dead Last July in Amarillo, Fined For Disturbing Peace

AMARILLO, Nov. 4.—(SPECIAL)—Mrs. Ruth Hobart, of Plainview, widow of E. W. Hobart, whose body was found on the outskirts of this city on the evening of July fifteen and who is under indictment in District Court for his murder, and J. T. Miller, pleaded guilty to a charge of disturbing the peace in Judge H. R. Althart's court today and were fined one dollar and costs.

Mrs. Jack Truscott and Vincente Aravala, a Mexican, were released on bonds of one hundred dollars each on the same charges and will be tried later. The parties were arrested at 1313 Garfield street, officers stated.

The case of Mrs. Hobart has attracted wide attention throughout West Texas ever since the discovery of her husband's body near the baseball park here and following his death his wife was charged jointly with Ernest Miller, a local attorney, with his death. Both are free on bonds.

Davis Stock Booming Bascom Timmons Says

AMARILLO, Nov. 1.—Nobody has won this election yet, says Bascom Timmons, noted political observer, in an exclusive story this afternoon in the Amarillo Evening Post. Timmons says there is a great swing to Davis during the week end and that an outstanding feature of the campaign is the removal of New York from the Republican column to the doubtful list.

Timmons characterizes Republican claims as "hot air and guesses," saying their claims should be cut in half. He will not be surprised to see the election thrown into the house.

FIRST POLL IS IN

NEW ASHFORD, Mass., Nov. 4.—New Ashford was again first under the polls today with complete returns. The polls opened at 8 a. m. Fifteen minutes later the town's 24 votes were in, 20 to Coolidge and 4 to Davis. Two voters were ill and four were out of town, comprising the entire strength.

Texas Utilities To Serve Tech College First Twenty Years

The Texas Utilities Company, which owns many light companies from Canyon south, has been awarded the contract for furnishing light and power to the Texas Technological College here. The contract was awarded at the recent meeting of the board of regents in Fort Worth, the bid being placed for the company by L. H. Kieso of St. Louis. Electricity will be bought for a term of 20 years from the Texas Utilities Company, subject to readjustments at the end of every five years if conditions warrant a lower scale of prices.

The Texas Technological College was granted a specially low rate, which guarantees that it will never be any higher than at the beginning at any time during the entire 20 year period. The Texas Utilities Company will give a certain liberal percentage of all that the college pays for service to be placed in a special fund and distributed by the college to students to assist them in defraying expenses.

Ambassadors Stick To Posts In Spite Of Tuesday's Poll

WASHINGTON, Nov. 3.—All of the fifty-four Ambassadors and Ministers who represent the United States in foreign countries, with the exception of six, are now at their posts, a census of the State Department today revealed. With the number of diplomats involved, the necessity of their traveling a great deal, both on official duties and on vacations, and the fact that the United States is on the eve of a political election that may play a large part in their political fortunes, the present showing is considered an excellent record.

Of the six absent five are, in the United States on leave, and the sixth, Edgar A. Bancroft, has just been appointed as Ambassador to Japan. He is now in Washington undergoing a brief study of the State Department records preparatory to sailing for Tokyo.

Edward Bell, the counselor, is acting as Charge d'Affaires in Peking, while Dr. Jacob Gould Schurman, the Minister, is in this country on leave. Myron T. Herrick, Ambassador to France; Peter Augustus Jay, Minister to Rumania, and Franklin E. Morales, Minister to Honduras, are also in this country on leave, and Robert Woods Bliss has just arrived in Washington from Stockholm.

NAME E. E. WHITE AS CITY PASTOR FOR METHODISTS

Appointments For District Are Given Out By Conference In Abilene

ABILENE, Nov. 2.—(SPECIAL)—E. E. White was named as pastor of the First Methodist church of Lubbock in the reading of the appointments of pulpits here yesterday following the close of the session of the Northwest Texas conference of the church. Other appointments of the Lubbock district follow:

E. E. Robinson, presiding elder; Abernathy, R. F. Dunn; Brownfield, J. P. Watson; Crosbyton, J. T. Howell; Lubbock circuit, L. H. Davis; Littlefield, Silas Dixon; Lubbock, E. E. White; Lubbock Circuit, W. W. Edgar; supply; Lorenzo, Aubrey Ashley; Meadow, C. F. Carmack; Muleshoe, G. R. Fort, supply; O'Donnell, W. B. Hicks; Plains Circuit, V. N. Harp, supply; Post, H. C. Gordon; Post Circuit, C. W. Hart, supply; Ralls, M. S. Leveridge; Robertson Circuit, Leo A. Norcross; Seminole and Andrews, R. F. Pickens; Stanton, B. W. Dodson; Seagraves, C. B. Thompson; Sparenberg, B. H. Terrell; Southland, J. F. Magee; Sdan and Amherst, J. E. Payne; Shallowater, William Thompson, supply; Tahoka, John E. Eldridge; Wilson, J. S. Johnson.

Reverend White succeeds Reverend W. P. McKelvin, who filled out the unexpired term of Reverend C. N. Ferguson, who died in Lubbock last spring. During the session the conference paused to commemorate the life and work of Reverend Ferguson who was one of the outstanding pastors of the district.

Churches Of Nation To Take Up Program For Armistice Day

WASHINGTON, Nov. 2.—The governors of all States are being asked by the Commission on International Justice and Goodwill of the Federal Council of Churches to issue proclamations on constructive measures for justice and peace to be used on Armistice Sunday, November 11, in the churches and synagogues of their respective states. This request is part of the mobilization plans of the churches for world justice and world peace during Armistice Week.

FIRST LADY



Mrs. Calvin Coolidge

Mrs. Calvin Coolidge, who will be the First Lady of the Land for four more years, following her husband's election to the presidency. Mrs. Coolidge is of the same type as her husband, quite, conservative, and sensible. Before her marriage she was a school teacher.

NAME LOCAL MAN HEAD OF LAYMEN

Moore Is Honored In Meeting Of Methodist Conference In Abilene

ABILENE, Texas, Nov. 1.—(Special).—J. H. Moore, of Lubbock, was named as conference lay leader in the final session of the Northwest Texas conference of the Methodist church, south, following a four-day session here. The most important part of the conference came today when it was voted that every member of the Methodist church in Texas would be assessed a tax of fifty cents to provide an endowment fund of \$500,000 to be used for the Clarendon Junior college, of Clarendon, and the McMurry college of this city, two of the church's leading schools in Texas.

The conference also went on record as being decidedly against the present plan to re-visit the North and South branches of the church. It also went on record as favoring the orthodox beliefs taught by the church, including the teachings of the immaculate conception of Jesus Christ. Assignments of pastorates and changes to be made in the pulpits of the conference will be made here at tomorrow morning's service, which will be presided over by the Reverend W. A. Stickney.

HOW THEY SPENT ELECTION DAY

MA RETIRED EARLY TEMPLE, Nov. 5.—(SPECIAL)—Mrs. Miriam A. Ferguson, Democratic candidate for the governorship of Texas, spent the day at her home here and voted early. She retired at eleven o'clock with the election going her way.

BUTTE WENT FISHING AUSTIN, Nov. 5.—(SPECIAL)—George C. Butte, Republican candidate opposing Mrs. Miriam Ferguson, cast an early ballot and went fishing. He was not seen again for the balance of the day.

COOLIDGE REMAINED CALM WASHINGTON, Nov. 5.—(SPECIAL)—"Calculating" Calvin Coolidge, president of the United States, was little perturbed by the election. He attended to the duties of his office as usual, mailing his ballot to his home in Northampton, Massachusetts.

DAVIS RESTFUL LOCUST VALLEY, L. I., Nov. 5.—(SPECIAL)—John W. Davis, Democratic candidate for President, rested at his home during the polling yesterday.

LA FOLLETTE RETIRES MADISON, Wis., Nov. 5.—(SPECIAL)—Robert M. LaFollette, leading the Progressive party's fight for recognition, spent an uneventful day in his home here. He voted early and went into retirement for the day.

DAWES SMOKES PIPE EVANSTON, Ill., Nov. 5.—(SPECIAL)—General Charles G. Dawes, running mate of President Calvin Coolidge, spent election day smoking his pipe and recuperating after a hectic campaign, in which he carried the issues to the voters of the nation while President Coolidge remained in solitary retirement in Washington.

BRYAN WORKED LINCOLN, Neb., Nov. 5.—(SPECIAL)—Charles Bryan, Democratic candidate for the vice-presidency, spent the day in his office here, voting in the Senate chambers across the street.

WHEELER RESTED WASHINGTON, Nov. 5.—(SPECIAL)—Burton K. Wheeler rested here today, mailing his ballot to Butte, Montana, his home town.

HARRIES COMING BACK AGAIN FOR RETURN SHOWING

"Stricken Blind" Is To Be The Next Presentation For Local School

Evan Harries, director and principal character of the play "An Old Bachelor," presented at Lubbock high school's auditorium last Thursday and Friday nights to benefit the curtain fund of the institution, will return to this city in December or January and present another play for the benefit of the athletic fund of the local school, he stated this morning.

Harries will go from Lubbock to Plainview, where he will present "An Old Bachelor" in conjunction with the Plainview high school. From Plainview he will go to Idalou, where the same play will be presented. After his Idalou showing he will present "Stricken Blind" at Lorenzo high school and after then will again come to Lubbock.

The play presented here last week was very well received and about twelve hundred persons were in the two audiences. The play, "Stricken Blind," is the best in his repertoire, Harries states and he finds more pleasure in it than he does in "An Old Bachelor," which has been so well received in this vicinity. Harries also carries the title role in "Stricken Blind," a four-act presentation of which he is the author.

Flag Of Republic Of Texas To Go To College At Canyon

CANYON, Nov. 1.—A flag of the Texas Republic will be presented to the West Texas State Teachers college on November 8. The presentation will be made by Mrs. E. H. J. Andrews of Plainview, Texas, representing her mother, Mrs. Loreto Lamar Calder of Houston. Mrs. Calder is the only living daughter of Mirabeau B. Lamar, President of the Texas Republic, and known as the father of Texas education.

The program committee of the Teachers college is working out the appropriate ceremonies to show the appreciation which the institution feels toward Mrs. Calder for this valuable and appropriate gift.

Read Journal ads, it pays.

Floydada Boy Dies This Morning After Hospital Operation

Noel Leon Corley, aged 16, died at a local hospital shortly after nine o'clock this morning following an operation for appendicitis, it was announced at the Simmons Undertaking company at noon. The funeral will be held tomorrow afternoon at three o'clock, from the First Methodist church, of Lorenzo, the former home of the Corley family.

Young Corley is the son of Mr. and Mrs. E. F. Corley, now of near Floydada, but the four years previous to this year the Corleys have resided near Lorenzo. Prior to the operation the boy's appendix had burst, which was the ultimate cause of his untimely death.

Gamblers Refuse To Call Two To One On Gubernatorial Race

PORT WORTH, Nov. 1.—(SPECIAL).—With the state campaign practically at an end no money is reported available in wagering circles throughout Texas today favorable to Dr. George C. Butte, Republican candidate. Only small bets as to probably the total number of Butte's votes and the outcome of the races in the individual counties under dispute between the two candidates were being offered.

Butte's manager would make no prediction today as to what counties his candidate would carry but stated he expected Butte to get 325,000 out of the total of 550,000 ballots expected to be cast. There is no doubt in political circles here that a record for the greatest number of Republican votes will be cast Tuesday as the strength of the former Texas University dean becomes more apparent.

Word reaching Texas indicating that Wall street commission houses were offering two to one odds on Mrs. Miriam Amanda Ferguson failed to unearth any Butte money, vendors of chance said.

VOTE RECORD MADE

WASHINGTON, Nov. 4.—A new world's voting record of at least 20,000,000, if not 35,000,000, is anticipated today with ideal weather prevailing in all parts of the Nation. Party leaders found satisfaction in the heavy vote. William Butler, G. O. P. manager, declared the larger the vote the larger the "silent vote" Davis expects, his managers asserted. The farmers will be able to get to the polls, meaning a victory for the Progressives, they declared.

WIDEN SCOPE OF DRIVE TO RAISE RED CROSS FUND

Entire South Plains Is To Be Included In Campaign, Director Says

The Red Cross drive, which will get under way on Armistice Day, will not only include Lubbock county but will be enlarged to include every county on the South Plains, James H. Goodman, chairman of the campaign committee, stated last night. The money raised in the neighboring counties will be used in those counties and will not be spent anywhere else, Goodman said.

The reason for the enlargement in the scope of the campaign is because Lubbock has the only Red Cross chapter in this section of the state and it is believed that through co-operation with the other counties money can be raised to be used in them and thus the work of the department carried on on a greater plane during the coming year. According to the plan arranged by Judge Goodman the city of Lubbock is to be divided into two districts, with one sub-chairman in charge of each district. Under this plan it is his intention to place B. Sherrod in charge of the business district while W. C. Rylander will see to the residential district, schools and churches.

To Meet On Monday Judge Goodman has conferred with both Sherrod and Rylander and these men are perfecting their organizations at the present time. At a meeting of the library board and the campaign leaders scheduled for Monday the entire organization for the drive will be announced.

It is the plan of the committee to stress the donation plan of raising money rather than through the membership basis as it is believed the former method will assure more funds than will the latter. So much work comes under the surveillance of the bureau here and it is so increasing with every boost to the population that a large sum must be raised for 1925 if the bureau can continue its present efficiency.

DE VALERA JAILED

BELFAST, Nov. 4.—Eamonn De Valera, leader of the Irish Republicans, was given a month's imprisonment today for making political speeches in Ulster after being ordered to stay away.

A Tribute to Butterflake



MRS. IDA CHITWOOD

Conductor of The Plains Journal's Free Cooking School Will Use

MARTIN'S BREAD

[Butterflake]

IN ALL HER DEMONSTRATIONS

Because of it's Quality Ingredients, it's Purity and Fineness of Texture and the Skill with which it is Baked.

EAT IT FOR HEALTH

AT ALL GROCERS

INSIST ON MARTIN'S



Better Cooks Use

MISTLETOE BUTTER

The Aristocrat of the Dining Table

(Order from your Grocer)



TWO CITY GIRLS ENTERTAIN WITH MAH JONGG PARTY

Misses Craven and Carter Are Hostesses To Friends At Country Club

Misses Lula Mae Craven and Edith Carter delightfully entertained a number of their friends with a mah jongg party at the country club rooms Thursday evening.

The rooms were decorated with Halloween black cats, bats and witches and vases and baskets of large yellow chrysanthemums were placed about the rooms.

Pumpkin pie, whipped cream and coffee was served to Misses Frances Baker, Rose Duke, Mary Dickinson, Mary Alice Johnson, Sue Bryan, Lois Cooper, Mary Meador, Montie Cooley, Laura Street, Ruth Slaton, Bonnie Baker, Sylvia Wilson, Alice Johnson, Mamie Alexander, Leventon and Messrs. Eric Posey, Lewis Price, Jack May, Kenneth Kimbro, Owen McWhorter, Herbert Lowry, Ross McWhorter, Bud Roberts, Hicks, Harry Bloom, Smith, Byron Moore, Louis Hunter, Tommie Loop, Dr. and Mrs. F. W. Sandifer and Mr. and Mrs. Joe Flagg.

MUSIC TEACHERS MEET IN SLATON NEXT WEEK END

Program Is Announced For Two Day Session Beginning On Next Friday

The South Plains music teachers meet in Slaton on November 7th and 8th at the Methodist church. The following are the programs for the two days:

1:00 p. m.—Business.

2:00 p. m.—Music Teachers and the Certificate Laws of Texas—Mr. Wallace R. Clark, Dean of Music, West Texas State Teachers College.

3:30 p. m.—Business.

5:00 p. m.—Recital at City Hall Auditorium.

Saturday, 9:00 a. m.—Orchestra, State

Music Teachers Association Credit Work—Mr. E. Clyde Whitlock, of the Fort Worth Conservatory of Music.

12:00 a. m.—Luncheon.

2:00 p. m.—Demonstration of Darning System—Miss Jeanette Ramsey, Slaton, and Miss Katherine Perry, Lubbock.

3:00 p. m.—Demonstration of Progressive Series Work—Mrs. Ruth Frame Mundy, Plainview, and Miss Mary Durn, Lubbock.

4:00 p. m.—Business meeting.

5:00 p. m.—Recital, City Hall Auditorium.

Friday Evening, Nov. 7, 8:00 o'clock Presiding—Mrs. J. L. Rattiff, Lubbock.

Welcome Address—Mrs. W. H. Smith, President Slaton Chamber of Commerce.

Response—Miss Mary Dunn, President South Plains Music Association.

Program

1. Choral Club—Slaton Hi Club, Mrs. Roy W. Prentice, director.

2. Meditation, Schumann—Lizt—Miss Thelma Wenzlow Littlefield.

3. The Spirit Flower, Tipton; Optimism, Bassett—Mrs. Carl Scoggin, Lubbock. Mrs. Mamie I. Neal at the piano.

4. Fantasy in C Minor, Mozart—Miss Allie Merrell, Lamesa.

5. Schottische Rhapsodie, Carl Venth—Miss Annis Owens, Lubbock. Miss Mary Dunn at the piano.

6. Raps, Pearl G. Curran—Mrs. Roy W. Prentice, Slaton. Miss Jeanette Ramsey at the piano.

7. Hungarian Rhapsody No. 15, Liszt—Miss Mary Ruth Matthews, Plainview.

8. Mignnette, Baumann-Seredy—Slaton Hi Orchestra. Miss Grace Bailey, director.

Saturday Evening, 8:00 o'clock

E. Clyde Whitlock, violinist, of the Fort Worth Conservatory of Music. Miss Minnie Dea Coffin at the piano.

1. Canto Amoroso (Love Song), Sacchini—Edman; Pantomime, Mozart; Preludium and Allegro, Paganini-Kreisler.

2. Nocturne, Opus 27 No. 2, Chopin-Wilhelm; Moment Musical, Schubert-Kreisler; Ave Maria, Schubert-Kreisler.

3. Midnight Bells, Heuberger-Kreisler; An April Fantasy, E. Clyde Whitlock; Melody, Dawes.

4. Concerto in E Minor, Mendelssohn; Andante; Allegro Molto Vivace.

RUSSIAN APPLES

Pare large tart apples, leaving a strip of skin about the middle core very thoroughly, and place each on a round of buttered bread. Fill to overflowing with rich old-fashioned mince-meat and bake half an hour in a hot oven, basting several times with thin syrup. Serve hot with whipped cream and cheese.

PARTY IS GIVEN FORMER LUBBOCK GIRL SATURDAY

Mrs. Richard Kershner Honored By Miss Pryor And Mrs. Ralph Bedford

On last Saturday afternoon Mrs. Richard V. Kershner was honored with a charming bridge party by Miss Irma Pryor and Mrs. Ralph Bedford at Mrs. Bedford's home on thirteenth street.

The rooms were attractively decorated with Halloween decorations and bouquets of nasturtiums and chrysanthemums.

At the close of the afternoon a lovely salad course consisting of chicken sandwiches, fruit salad, pickles, coffee, and pumpkin pie with whipped cream was served. Plate favors were

miniature witches with fortunes for each guest. Each one read their fortunes and as the fortune of the hour

guest was opened a "ship" was placed on a table laden with dainty handkerchiefs. Miss Mae Murree, in her pleasing way, read a story of her life and a forecast of the future. Guests

for the afternoon were: Misses Frances Conley, Edith Carter, Pearl Hensley, Willette Walters, Ida Lou Ellis, Allene King of Fort Worth, Novelle Richmond, Margaret Dupre, Ruth Lavender of Coleman, Beulah Dixon, Gladys Pryor, Lavonia Baker, Mabel Marsh, Frances Baker, and Miss Mac Murree and Mesdames F. W. Grace, Tom Carter, M. Smith, J. H. Lowry, T. E. Buckner, Nolan Hart, Walter Broughton, Mrs. Moore and the honor

guest, Mrs. Richard V. Kershner.

Miss Willie Brashear Is Head Of Program Enjoyed By Large Crowd

The Sunday school and the literary school of the Southwest ward school enjoyed a Halloween program at the school Friday night. Miss Willie Brashear, teacher in the ward school, had charge of the splendidly arranged program.

Marvin T. Warlick made a concise talk at the beginning of the program on the co-operation among the parents of the school. He commended the good community spirit exhibited and complimented Miss Brashear upon the effort she put forth in preparing for the entertainment.

Misses Gladys Polata and Leola McCray rendered a Highland-Scottish dance which was a very appreciated feature of the program.

CITY CLUBWOMEN START ON STUDY COURSE TUESDAY

Twentieth Century Women Study Islands And Review Late Book Recently

The Twentieth Century club had a very enthusiastic meeting last Tuesday afternoon. Mrs. Rix was leader and the lesson of Sidney Greenbie's book "The Pacific Triangle" was taken up.

The study of "Three Islands, Fiji, Samoa and New Zealand, including their history, government, geography and people added much to the program, making it very interesting.

Mrs. Meador gave a concise talk on the Fiji islands and Mrs. Summers read an interesting paper on the Samoa islands, telling of the love the people had for Robert Louis Stevenson and how they honored his grave.

Mrs. Spencer spoke on the New Zealand islands and Mrs. Prideox brought illustrated scenes of New Zealand to the club.

Mrs. Klett told about the vanishing game of Condor, Mrs. Kimbro gave news items from China and Mrs. Spencer told of the novelties Alonzo Reed brought to Bethel college.

Mrs. A. W. McKee and Mrs. Stevens rendered a beautiful piano duet and Mrs. Weiffarth gave a delightful reading.

Mrs. Roscoe Wilson was elected corresponding secretary in Mrs. Keen's place, who recently resigned.

Mrs. Stevens, delegate to the County Federation club at Slaton on Saturday, October 25th, gave a very complete account of the meeting and Mrs. Penny gave the Federation counselors' report.

Mrs. Jed Rix, as parliamentarian, spoke on office balloting. The next meeting of the club will be held Thursday, November 13.

Mrs. Gib Jackson Is Hostess To Tuesday Afternoon Card Club

Mrs. Gib Jackson entertained the Auction Bridge club at her beautiful new home on thirteenth streets Tuesday afternoon.

The house was decorated with vases and baskets of chrysanthemums artistically placed about the rooms.

At the close of the afternoon a salad course was served to the following guests: Mrs. Stewart of Dalhart and Mrs. E. D. Adair, and members, Mrs. McClarty, Mrs. O. E. Sears, Mrs. J. D. Slaughter, Mrs. Clark Smith, Mrs. C. L. Quillen and Mrs. John Jarrott.

Old time Halloween games and stunts such as peanut and potato races, and bobbing apples, were enjoyed.

After the program refreshments consisting of red apples and old fashioned stick candy was served.

—Reporter.

Mrs. Allen Sims, saleslady of A. B. Conley's dry goods store, will leave today for Shreveport, La., to join her

husband. Mr. and Mrs. Sims will make their home there this winter.

Mr. and Mrs. Charlie Ward of Childress, arrived in Lubbock Thursday for a several days visit with his mother, Mrs. Amelia McKinney.



100 Hats at \$3.85

Friday and Saturday we offer 100 New Dress Hats at this very special price. They are Hats worth up to as much as \$7.50, well assorted and you should hurry.

Ask Your Neighbor About Us.

Minter-Gamel Co.

It Pays to Be Well Dressed

FOR BETTER BAKING



THE DISCRIMINATING HOUSEWIFE HAS DECIDED THAT
Great West and Amaryllis
"for better baking"
FLOURS

Give Better Satisfaction

GREAT WEST AND AMARYLLIS
"for better baking"

Are Always Selected for Use in

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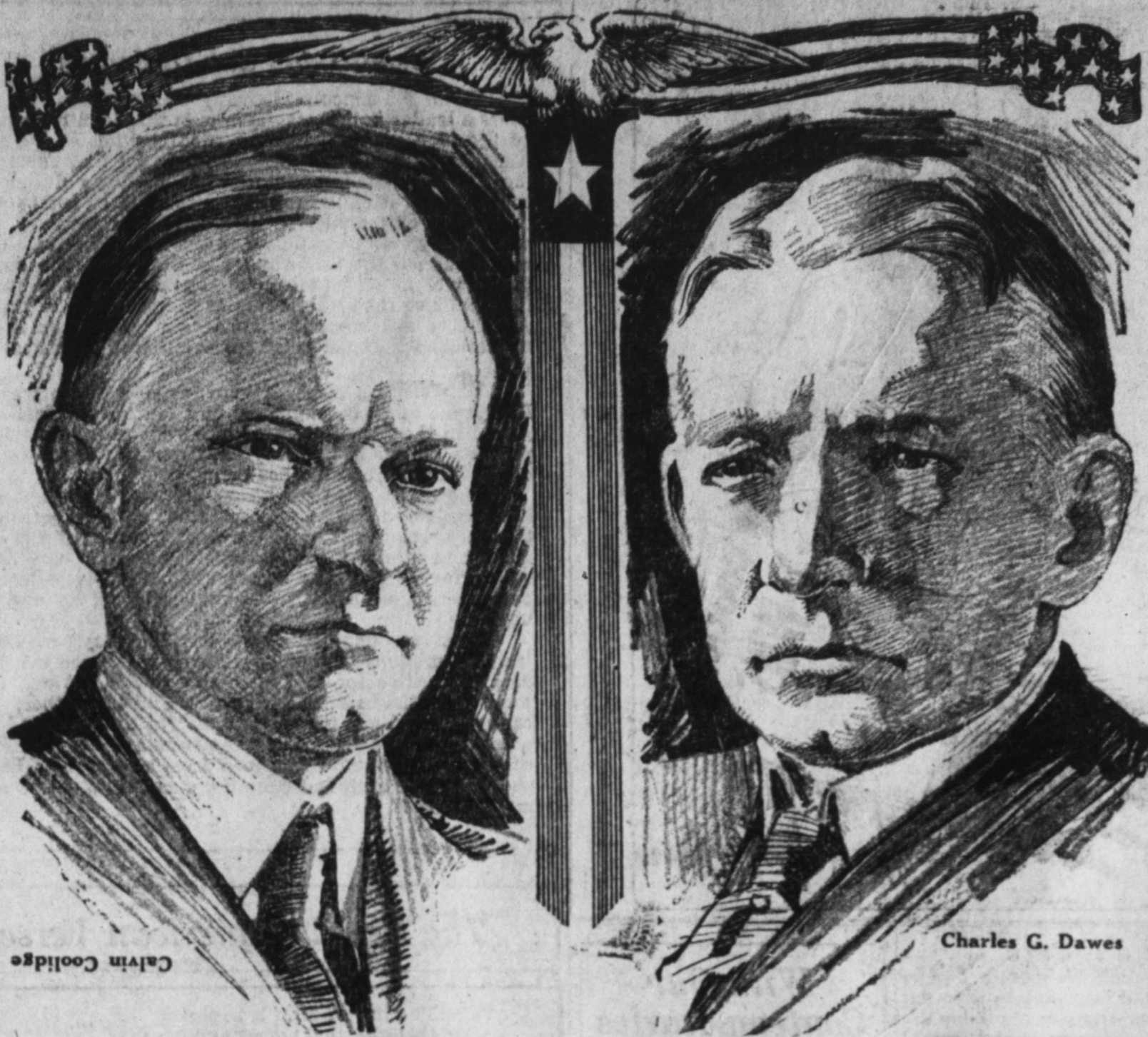
FREE

A 24-lb. sack of flour will be given away each day at the Plains Journal Cooking School.

FREE

A 24-lb. sack of flour will be given away each day at the Plains Journal Cooking School.

THEY WILL GUIDE AMERICA'S DESTINIES



Calvin Coolidge

Charles G. Dawes

The Republican nominees, President Calvin Coolidge and Charles G. Dawes, whom press reports indicate are sweeping the country, in the regular presidential election, Coolidge's election is a vote of confidence in Coolidge, the man, as his party, with its numerous scandals, has fallen into ill repute with practically every one save "died-in-the-wool" Republicans. Early reports indicate that Davis and Bryan will finish second, with LaFollette and Wheeler a poor third. Coolidge is leading LaFollette in Wisconsin, the latter's own home state.

High School Parent Teacher Club Holds Halloween Festival

The Senior High School Parent

Teachers club and the high school pupils had an enjoyable Halloween festival at the high school Thursday afternoon at 2:30. Every child's entrance fee was a twenty-five cent dish to go in the cafeteria.

Popeorn and sodapop were sold and ninety-one dollars and ten cents was cleared. Halloween stunts and games were enjoyed by all present.

Read Journal ads, it pays.

Who owns the Santa Fe?

More than 67,000 stockholders own this great railway. Several thousand live in the states it traverses. All have a voice in its management.

Every Southwest investor should buy a share in the Santa Fe and thus get a valuable interest in an institution that helps build up that section. Let it be Yours, in ownership as well as in service.

The Santa Fe operates in thirteen states and in these states there reside 7,635 of its stockholders. While this is almost the largest number on record, it is slightly below the year before. We should be very glad to see those residing along the Santa Fe Lines become much more generally interested in its stock, although both the common and preferred shares give a smaller return than many other investments promise. The high price is a deserved tribute to the property. Every investor in the Southwest might well buy one or more shares in the Santa Fe.

At the beginning of this year, the ownership of the Santa Fe was divided among 67,118 stockholders with an average of 53.1 shares apiece. Twelve months before there were 64,643 stockholders, averaging 55.4 shares apiece. The number of stockholders has increased steadily for many years and the average holdings decreased, resulting in an ever-widening distribution of ownership.

Among the stockholders are found:

Women	30,370
Men	30,931

Fiduciaries	2,777
Insurance Companies	114
Religious Organizations	91
Hospitals and Charitable Institutions	115
Educational and Scientific Institutions	109
Banks and Trust Companies	251
Estates	1,695
Various Others	1,285

Since the organization of the present company in 1895 it has not failed in any year to earn its full interest, nor since dividends have been declared to earn them in full. The Preferred Stock dividends are limited to 5%. The first payment was made in 1898 at 1% and in 1909 full payments of 5% were begun and have been maintained for the ensuing 25 years without interruption. Common dividends were begun in 1901 at 3 1/4% and have been maintained steadily since that date with gradual increases, 6% having been paid since 1909.

For the railroads, as a whole, the records of the Interstate Commerce Commission show that at the close of 1923 there were 807,524 stockholders, or 30,392 more than the preceding year. The average dividends on the outstanding stock amounted to \$4.03 per share.

This joint enterprise of a great body of our citizens is open to all to participate in as stockholders. Why then should any favor government ownership and the certainty of supporting the railroads as taxpayers?

W. B. STOREY, President
The Atchison, Topeka and Santa Fe Railway System



A Real Seasoning and Beautiful Decoration For all Salads!

Beautify and give your salads and other dishes a distinctive and delightful flavor.

Instead of tasteless paprika use this brilliant flaming red, wonderfully flavored chili powder. Ask Mrs. Chitwood about the many ways you can use

Gebhardt's EAGLE CHILI POWDER
MADE IN SUNNY SAN ANTONIO

Eagle Chili Powder is absolutely pure. It is made from only selected Ancho peppers, grown for and under the direction of Gebhardt. It is the original chili powder and for twenty five years has been the standard of quality and excellence by all discriminating cooks and food connoisseurs.

Be sure and get your copy of "Mexican Cookery for American Homes" ---a unique and beautiful cookbook that gives many delightful menus and recipes for Mexican dishes and the Mexican flavor for American dishes.

GROWTH OF CITY SURPRISING SAY INSURANCE MEN

Representatives Of Jefferson Standard Company Hold Meeting Here

The Jefferson Standard Life Insurance representatives and home office officials held a short conference in Lubbock recently morning in the office of the South Plains representative of the company, Curtis A. Keen, in the Wilson building. H. B. Walton, General Manager of the Mortgage Loan Department of the company, from Greensboro, N. C.; Claude Allen, North Texas Manager, with headquarters at Fort Worth; Harve M. Radey, Panhandle Manager, with headquarters at Amarillo; Special Agents F. W. Morgan, of Lameta, and Leland Abbott, of Amarillo, were in attendance from out of town.

The company has loaned more than a million and a half dollars on real estate and business properties in the Panhandle during the past four years and through the local offices, is taking care of a number of conservative loans on property in this city. The conference dealt particularly with the trend of property values, the basis of determining conservative loan values, and the extension of the limit on local loans.

Loan Man Pleased With Lubbock

"The company has long looked with interest upon the development of Lubbock and the South Plains, and we thought that we were closely in touch with your growth, but we have found in driving over the city that our records have not kept pace with the development of the city. You have more construction under way today in Lubbock than I have seen in any city of three times your population in the entire South, and I spend most of my time traveling, inspecting property," said Mr. Walton.

TULIA MEN HURT IN ACCIDENT ON CANYON HIGHWAY

Three Are in Hospital And Two in Jail After Collision With Other Car

AMARILLO, Nov. 3.—(SPECIAL)—J. Cayot, William Spiller and John H. Whitman, all of Tulia, are lying in a local hospital today, painfully injured as the result of an automobile accident of the Amarillo-Canyon highway at a late hour last night. F. F. Wood and Claude Patterson, also of Tulia, spent the night in the city jail, charged with drunkenness. They were in the car with the three injured men when the accident occurred.

Mary, Florence and Edwina Elvrecht, A. P. Holtz, Claude Hussman and T. Miller, all of Nazareth, were in the automobile with which the Tulia car collided but none of them were injured. Attending physicians at the hospital where the injured men were taken announced that the three victims would recover.

Read Journal ads, it pays.

3,679

Domestic science experts say, "Cream of Tartar baking powder is the best"

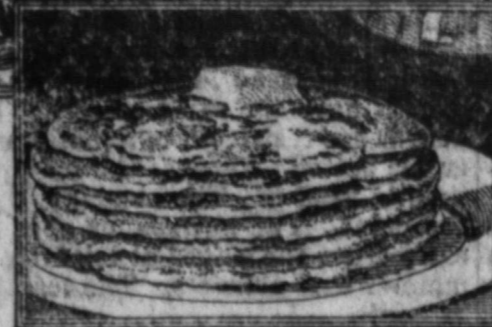
Recently a representative group of Domestic Science experts in all parts of the country was asked "which type of baking powder do you use and prefer?" 89 1/2% of the preferences were for "Cream of Tartar." An overwhelming sentiment in favor of cream of tartar for perfect baking.

Cream of tartar was one of the first leavening agents to be used in baking. For years the best cooks insisted on cream of tartar for perfect cakes, biscuits and other baked foods. Then came Royal Baking Powder, in which are perfectly blended soda and pure cream of tartar derived from grapes grown in the famous vineyards of Southern Europe. For 50 years Royal Baking Powder has been used by the housewives of America for successful baking.



ROYAL BAKING POWDER

Made from Cream of Tartar, derived from Grapes



Royal Contains No Alum—Leaves No Bitter Taste

THE PLAINS JOURNAL

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The Journal will honestly strive to be clean and fair in the dissemination of news. If through error or misinformation, undue reflection is cast upon the good name of any person or firm, the Journal stands ready and willing to make correction in the same manner that such mistake was printed. The paper invites suggestions and criticisms. It is by these only that it may improve.

THE PLAINS JOURNAL PLATFORM

- Diversified farming on the South Plains.
- Closer co-operation between town and rural people.
- A Community Auditorium in keeping with our City Hall.
- More building with lower rents.
- Continued improvement in County Parks.
- A cleaner, prettier town with more civic pride.
- A faster, bigger South Plains Fair.
- A more uniform distribution of civic work.
- City Play Grounds and Recreational Director.
- Better highways throughout the county.
- Less politics and more unselfish citizenship.

Editorially Speaking

And Still No Hotel

Fall has descended upon us, bringing with its horde of travelers, both prospectors and commercialites, and still nothing has been done to provide this city with more hotel facilities of the first class. Just how much longer this dilly-dallying about a hotel will keep up is hard to say. The primary consideration is that nothing is being accomplished toward building one.

The fact that Lubbock needs a great, big, fine hotel is no reflection on the hotel accommodations here at the present time. It is doubtful if better and more hotel accommodations can be found anywhere in West Texas. The whole trouble is that more hotel space must be had to supply the demands being made by travelers. The sooner this space is provided the better off Lubbock will be, the better satisfied travelers will be and the better satisfied local hotel men will be.

"Of course we need another hotel here now and need it badly," said the proprietor of one of the largest hostels here recently. "I'd be glad to see one. I don't get any pleasure out of stacking them in my rooms three deep. I want to give value received to my patrons and with conditions as they are now I cannot do it. Build another hotel, build it for the future and I'll help to do it!"

Several propositions have been made but none of them have been satisfactory. The Chamber of Commerce is taking the stand that nothing concerning hotel propositions will be made public until an agreement is reached. That stand might have been all right for a while but it is now passe. Something must be done and done in a hurry. People are getting tired of waiting for developments and are entitled to know just why something cannot and is not being done.

Rumor has it that citizens are holding up the plans because they want the hotel placed first one place and then another, to benefit individual property owners. If such is the case the trouble should not be hard to remedy. A site which is decided to be the most beneficial to the community as a whole should be chosen, purchased and the plans be furthered to have the building constructed.

No matter what is holding up the parade, some action must be taken or some reason advanced telling why the project has been delayed. Enough of this time killing. Something must be done.

The Bond Election

City commissioners have announced December sixth as the date of a special election for the voting of municipal bonds, to the extent of \$220,000 which will be used to pay the just debts of the city of Lubbock in the great municipal improvement campaign being carried on by this city.

These bonds must be passed for the debts of the city must be paid. If the bonds are not passed the debts must be paid through the warrant system which will cost the city \$5,500 more than if the bonds are voted. The money has already been spent in the sewer, paving and water system projects. What the commissioners want now is the money to pay for the improvements.

The commissioners are united in their beliefs that the best way to pay for these improvements is to pass the bond issue. Walter S. Posey, utilities commissioner, who is unquestionably one of the best financiers in West Texas, after a careful and conservative study of the situation, states that he believes the bond issue to be the best way to get the money and that the issue must be passed by the voters. That fact alone should assure the passage of the bond issue.

The special election is just another example of what a city must do when it is progressing as Lubbock is and has been progressing. Those who dance must pay the fiddler and those who wish to build for the future and enjoy the comforts of a city must pay for the necessary improvements.

How About You?

Everybody knows that a great gathering is scheduled to take place in Lubbock on Armistice Day. Everybody knows that thousands of visitors will attend the gathering. Everybody knows that the citizens of Lubbock, collectively and individually, are the hosts for the day. And everybody knows that the early future of the Texas Technological college depends in a measure on this gathering—to say nothing of Lubbock's reputation for municipal hospitality.

What are you going to do about it? Are you going to do your share toward your home to some of these visitors when you know that the hotels are incapable of caring for all of them? You expect others to do it but are you going to do it, too?

Are you going to donate money that the affair may be a success? You know it must be forthcoming and that everybody should chip in, but are you going to do it, too?

Are you going to boost the party to all your friends, take an active part in preparing for it, do a little work to make it a success or are you going to sit back and Henry Kimbro, his associates and his co-workers do it?

You know the party is going to be put on and that it will come out all right because a handful of loyal citizens will do everything to make it come out all right. But are you going to let this handful bear the burden? Homes must be opened, money must be given, work must be done.

HIS FAVORITE SON



Why The Last Zeppelin Is Ours

The ZR-3 is the last German Zeppelin. No more are to be built. The Versailles treaty terms forbid Germany to turn out any more of them and orders the dismantling of the Zeppelin factory. And the last Zeppelin is the property of the United States government.

Under the Versailles treaty all German airships were to be surrendered to the allies, the Outlook tells, in an article on the ZR-3. But many of them were destroyed by their own captains, who thus evaded compliance with the treaty terms. Those remaining were apportioned among the allies. The United States did not avail itself of the privilege of participation in the distribution. Later, through diplomatic channels, it asked the German government to build for us one Zeppelin twice as big as the ships destroyed, of which we would have been entitled to two. Germany was willing and finally the other powers assented. So the ZR-3 was built at the Zeppelin factory on Lake Constance and sent across to us.

Unlike the Shenandoah, which passed over West Texas one night recently, the ZR-3 is essentially a peace-time airship built for passenger traffic. She has space for tourists and suitcases and babies and traveling men, the Outlook article says. Her framework and the Shenandoah's are similar. Both are of duralumin construction. The ZR-3 carries 2,472,000 cubic feet of gas when fully inflated and the Shenandoah but 2,115,000 cubic feet. Where the ZR-3 has passenger accommodations the Shenandoah is fitted up for carrying fighting men and guns.

The Federal Building

The Chamber of Commerce is behind a move to get a branch of the Federal Court in Lubbock. If the court is obtained this city will be in line for a Federal building, to house the court and the post office.

The Federal court at Amarillo is always crowded and sooner or later, due to the great increase in population in this part of West Texas, another seat of Federal court must be chosen in addition to the one already placed at Amarillo. Lubbock needs this Federal court and the Federal building. Cooperation will get it as this city is the logical place for it. Let's work together on it.

Working The Merchants

The merchant is an easy mark for all the schemes that come along. He is caught in every public collection. He is roped in every time a drive is put on. His windows are borrowed when advertising space is needed. He is asked to close his store every time two people have a feeling simultaneously that they must sneeze. He must pay taxes to the city, pay taxes to state and county, pay a special license in the city for doing business, pay special taxes for handling certain line of merchandise in addition to the other several taxes, and has to bear all the burdens of hard times, poor collections, high rents, etc.—Thomasville Times-Enterprise.

Yes, the merchants are being made the "goat" in a great many schemes. If they fail to see the proposition in the way it is submitted, they are condemned as "narrow and selfish." Their windows are transformed into billboards. If they demur against closing on a certain day, they bring down a storm of indignation. Some of these days "the worm will turn" and an outraged merchantry turn a deaf ear to the entreaties of various organizations and clubs who persist in "tormenting" them with projects that mean little to the merchants.

A Dose Of His Own Medicine

An editor and a merchant were discussing the virtue of billboard advertising. The merchant contended that more people read the billboards than the newspapers. After a lengthy conversation in which neither man would give in the men parted. The next week the merchant came tearing down the street to the newspaper office wanting to know why the obituary of his wife's mother was not in the paper, especially after he had seen that a copy was taken to the newspaper office. "Well," said the editor, "I knew you wanted the obituary read by the people so I took it out and nailed it up on your billboard."—Exchange.

Billboard or rather poster advertising may be all right but it cannot be identified with newspaper advertising. Nor does it have the same effect. Those who advertise on the boards are restricted to a minimum number of words; the shorter the better. Because the majority of people will not take the time to read it. The message, therefore, must be short and to the point. The newspaper goes into the home, where readers can peruse the pages at leisure and the real message told in a manner that convicts. The lesson shown above is an excellent example.

Just so long as politicians can keep the people in ignorance regarding the tariff question, just so long will they be able to upset business stability by using the tariff question as a vehicle for gaining their own selfish ends, namely, votes.

With Our Contemporaries

"Science has not as yet found a cure for the dreaded hook and mouth disease. So far the only remedy is instant slaughter of every animal infected and suspected to have been exposed and a ruthless stamping out of the malady before it gets anywhere. That is a savage as well as expensive proceedig but one that under the circumstances is the only procedure available."—The Sweetwater Daily Reporter.

Something must be done, if it is within the powers of the scientists, to find a cure for this dread disease which at its every appearance costs the cattlemen thousands of dollars less even if no human lives are involved. Thus far it is as much of a problem to scientists as is the cure of cancer. Let us hope for an early antidote.

"Uncle Sam is trying to make the silver dollar popular again."—The Amarillo Post.

Taking a peek into our own life we don't believe our venerable Uncle will have such an awfully hard job on his hands. We never remember the day when a dollar, whether in silver, copper, paper or old iron was very unpopular with us. Of course it is a hardship to be loaded down with too many dollars—especially silver dollars. But we're used to hardships and our shoulders are broad. We don't mind carrying them around—not even a little bit. Anybody who has too many of them and wants to get rid of a few we'll be right glad to accommodate them with a permanent lift. We're kinda strong for the dollar. Absolutely.

The shop windows in Plainview are very attractive just now. If you haven't given the show windows the "once over" after night you will find it well worth while to take a walk around the business district. Show windows are an educational device of real merit. They instruct as truly as the most carefully written book on the lines displayed. They give the average person a good idea of the latest efforts of the designer, the manufacturer, the inventor.

The above observation by the editor of the Plainview Evening Herald is just as appropriate in Lubbock as it is in Plainview, Dallas, Chicago or anywhere else. Local merchants are trying in every way possible to attract and please buyers in the trade territory.

The nearest thing to perpetual motion, suggests the Hastings, Neb., Tribune, is a woman's tongue.

If you wish to locate a fake stock promoter, don't employ a detective; employ a sucker.—Charleston Courier.

Best Editorial of the Week

Beautifying Our Highways

When the Lincoln Highway Association, for ten years a leader in highway affairs in this country, conceived the idea of developing an ideal section of the great trans-continental road, centrally located and exemplifying the most modern practices in highway design and construction, it called together probably as competent a committee of technicians in the field of highway engineering as could be gathered in the United States. These men designed the roadway. But the association did not fail to include on its technical committee men competent to stress also the esthetic side of the proposed enterprise. Architects and landscape architects "sat in" on the deliberations which led to the formulation of the "ideal" design.

Was there a clash of viewpoints? There was not. Every one of those engineers and highway officials, engaged in the expenditure of hundreds of millions of the people's dollars in highway improvement, agreed on the desirability of roadside beautification.

The result was that the association's landscape architect was given free rein to work out an ideal setting for this ideal roadway—with the full approval of the engineers and highway commissioners who took care of the engineering side of the construction. Safety, adequacy, permanency, economy, were stressed—but so also was beauty.

This is a hopeful sign. Our highways with their teeming millions of motorists each season are becoming vast universities for the American public. Along these roads our citizens learn our country and each other, geography, history, and the amenities. The things to be learned along a drive between the Atlantic and the Pacific are things which cannot be learned from a textbook. Beauty should not be excluded from the curriculum.—The Automobile Digest.

The Best in American Verse

The lit' of man is a gleam
Of light, that comes and goes
Like the course of the Holy Stream,
The cityless river, that flows
From fountains no one knows,
Through the lake of Galilee,
Through forests and level lands,
Over rocks, and shallows, and sands
Of a wilderness wild and vast
Till it findeth its rest at last
In the desolate Dead Sea!

From Longfellow's Finale of Christus.

"Is it not possible for good and true Democrats throughout the State, Democrats who fear no prefix and who adhere to no faction, whether personal or organized, to get together and work out a way to redeem the party and the State from this situation?"

Sure the author of the foregoing quotation from the Fort Worth Star-Telegram is crossing some bridges before he comes to them. The Democratic party doesn't seem to be in any worse shape at the present time than any other party is at almost any other time. Time heals all wounds and mends all breaks. Nothing man-made is perfect, least of all political parties. The Texas branch of the Democratic party will come out all right in time.

The Sweetwater Reporter deplors the tragic accident in which a woman lost her life when a farm wagon was struck by a passenger train at one of the most important street crossings of Sweetwater, and goes on to say that these menaces to life and limb (the grade crossing) should be eliminated at least within the business district of the city.

Lubbock has been lucky in grade crossing accidents but that is no reason why this city should not take precautions to keep our railway crossing smashes few and far between. The foregoing comment by the Sweetwater Reporter, clipped by the Abilene Reporter, holds good here, too.

How's your memory? Mawn Lipowsky, Russian memory wizard, who is astounding American university professors with his extraordinary mental stunts, denies that young boys and girls have the best memories.—The San Angelo Standard.

In spite of this eminent opinion we are not inclined to worry a great deal over the situation, and must confess that we are not nearly so astounded as the American university professors are purported to have been. There may be something wrong with our memory, too, for we can't remember of ever hearing of the Russian gentleman, (lack of space prohibits the use of his name again in the same column) before.



Rome is planning a building 80 stories high, the top of which should be fine for Roman candle shooting.

German Reichstag has been dissolved. One of those things last as long as a lump of sugar in hot coffee.

A man in St. Louis bit a policeman on the ear, but all of us can't live in St. Louis.

Crossword puzzles are popular now, perhaps because you don't have to speak Chinese to fool with them.

We object to running around with a long haired girl because all she can say is "Must I bob it?"

Bad news from Paris. George Lascelles, author, is asking the women to dress sensibly. If they do, they will look foolish.

Chicago woman says he pawed her ring to buy booze. Ever so, we refuse to say it was a rum ring.

New York woman of 72 passed a bad check. Sometimes wisdom comes with age and sometimes age comes alone.

They claim a Wall Street man who stole a million lost it, but it isn't the custom.

Chicago judge rules a man can't hug a girl while driving an auto; which is all right, but suppose the girl can't drive?

The world changes. When a girl quarrels with her lover these days she gets drunk instead of crying.

In Riga, Latvia, peasants killed the tax collectors, but we advise against such drastic measures.

The fellow who has been hating to cut the weeds will soon be hating to carry out the ashes.

MORE THAN ONE HUNDRED PERSONS TAKING PART IN PREPARING FOR CELEBRATION

BANQUET TO BE HELD IN LUBBOCK AUTO COMPANY BUILDING; LADIES OF THREE CHURCHES TO SERVE PROMINENT GUESTS

With eleven committees, composed of more than one hundred individuals and three organizations, named and working on the project the last lap of the preparations for the second Tech celebration, to be held here on Armistice Day, has been reached, H. D. Woods, chairman of publicity, and H. T. Kimbro, general chairman, stated last night. All early arrangements have been made, even to selecting the place of the banquet, which is to be held in the Lubbock Auto Company's building at Avenue 1 and Ninth street.

The reception committee, made up of representatives of every city in this vicinity, is probably the most important selection made by those in charge of the celebration thus far, Kimbro said, for it is through the co-operation of these men, leaders in their respective communities, that the celebration may reach its greatest success.

Ladies of the Christian, Methodist and Presbyterian churches will serve the banquet, which will be held to honor the many distinguished guests of the various committees. In securing of the new building the Lubbock Auto company for the banquet Manager George Benson and his partner, Sam C. Arnett, postponed their moving into the building for several days in order to place it at the disposal of the celebration officials.

The following is the list of committees and their members, complete except for two or three members of the automobile committee:

General chairman, H. T. Kimbro.
Finance Committee—E. W. Blair, chairman, Spencer Wells, Walter Myrick, J. A. Rix, B. Sherrod, J. H. Hankins, R. H. Martin, L. D. Simmons, Ross McWhorter.

Platform Committee—A. V. Weaver, chairman; R. A. Underwood, Plainview; Clifford B. Jones, Spur; O. L. Slaton, E. L. Robertson, Roscoe Wilson, Mrs. Geo. C. Wolfarth, Mrs. Roger Pierce.

Seating Committee—J. B. Maxey, chairman, W. E. Deedy, Gih Jackson, O. F. Kelly, A. W. May, R. W. Walker.
Parade Committee—H. H. Griffith, chairman, Capt. M. M. Mitchell, Battery C and Boy Scouts.

Dinner Committee—Neil H. Wright, chairman, H. L. Allen, B. C. Dickinson, Louis Moore, J. T. Hutchinson, Ross Edwards, E. M. Lewis, K. N. Clapp, Chris. Harwell, Richard Douglass, M. B. Hillburn.

Accommodations Committee—M. M. Duppe, chairman, L. C. Ellis, Geo. Brewer, Herbert Stubbs, Miss Irma Pryor, Miss Georgia Jackson and Junior Twentieth Century Club.

Reception Committee—C. E. Masden, chairman, W. M. Hudson, J. K. Weaver, E. L. Klett, W. E. Posey and presidents of Chambers of Commerce as follows: Roy C. Russell, Idalou; R. L. Durham, Lorenzo; J. M. DeBolt, Ralls; Judge A. W. Gibson, Crosbyton; M. D. Ivey, Roaring Springs; C. L. Love, Spur; Ray Pinson, Abernathy;

W. L. Porter, Hale Center; Dr. E. O. Nichols, Plainview; H. H. Tracy, Tulla; T. C. Thompson, Canyon City; G. A. Thomas, Lockney; Homer Steen, Floydada; Ross D. Rogers, Amarillo; W. H. Smith, Slaton; E. M. Basinger, Southland; T. R. Greenfield, Post City; Jno. L. Greenfield, Tahoka; E. L. Dea-ner, Wilson; C. H. Mansell, O'Donnell; E. E. Matthews, Lamesa; J. R. Evans, Ropesville; Luther Harrington, Mes-adow; Morgan L. Copeland, Brownfield; R. M. Halleg, Seminole; J. Wallace Baker, Levelland; W. H. Bohner, Ol-ton; Jessie Mitchell, Littlefield; Er-nest H. Acker, Amherst; Simon D. Hay, Sudan; R. L. Brown, Muleshoe.

Automobile Committee—D. F. Eaton, chairman.

Music Committee—S. C. Wilson, chairman, Edgar Innon, W. M. Slagle, J. C. Davis, Ed. C. Young.

Publicity Committee—H. D. Woods, chairman, Curtis A. Koen, Jas. L. Dow, Chas. A. Guy, A. B. Davis.

Traffic and Parking Committee—S. C. Arnett, chairman, I. E. Barr, L. S. Harkey, Geo. Benson, M. T. Warlick, A. B. Davis and the Boy Scouts.

CRIME INCREASE KEEPS OFFICERS BUSY EVERY DAY

Business is rushing in the sheriff's department, with the crime quota in-creased by the increase in business and transient population, Sheriff H. L. Johnston stated this morning. The county officials are working day and night in an effort to apprehend and punish all law-breakers.

Sunday night, about eleven o'clock, Deputy Sheriff Vernice Ford and City Motorcycle Patrolman Bill Garret swooped down on a negro shack eight miles southeast of the city, and ar-rested twelve men who were discovered in a game of dice. Thirteen players were found but in the confusion following the raid one made good his escape. After being arraigned the gamblers, paid individual fines of \$31.70 each, and were released from custody.

D. C. Lowery, a farmer of the Peters-burg district, but whose farm lies in Lubbock county, reported the theft of a quantity of household goods from his

RED CROSS GIRL TELLS OF CHINA AND REVOLUTION

"War Is Hell," She Says As She Vividly Describes Awful Conditions There

Red Cross participation in the present war in China is vividly told by Mrs. Myrtle Dyson in a recent letter to her mother, Mrs. Elizabeth Sheldon, of Kansas City, Mo. Mrs. Dyson is a for-eign missionary in China. Her hus-band, J. W. Dyson, is an instructor at Soochow University, which is 40 miles from Shanghai on the Shanghai-Nan-king road. "Slow-moving houseboats unload the dead and dying at the en-trance to the University walls," Mrs. Dyson writes. "Here they are cared for by a group of foreign Red Cross workers."

"War is hell," she continues. "The hospital is full, corridors, roof and old language school home and eleven other hospitals here are filled to over-flowing. All the foreigners are work-ing like dogs. Sometimes I wonder—the men we are working on are so badly and are real cut throats for the most part. Yet that is Christ's way—save all the sheep, black and all. So I suppose all this effort will bring the reward to His name."

It is easily understood from Mrs. Dyson's letters that she realizes it is not the getting, but the giving in life that counts.

Paid War Lords Bleed China.

"Poor China," she declared. "Never have I realized her needs as how, and never did I feel so keenly that her only hope is in Christ. I believe that public conscience is awakening. We see it all about us, and some day paid war lords won't dare butcher and bleed these people dry of lives and money."

"Why should we foreigners be con-cerned for ourselves when these poor people are in such dire straits, afraid of their own men with no recourse at all, save to foreign protection?"

"As to us, we are real well and not one bit disturbed. Little by little we are getting our food supplies in. This is our real serious problem. The rail-road to Shanghai is blown up and our only connection to Shanghai is by boat. We are hoping this will stay open and it will as long as our province wins. Otherwise, we'll be called to Shang-hai, I expect."

Americans Feel War Will End Soon.

"The situation is grave but not seri-ous and we feel that all will be well with us. All our people are safe ex-cept Miss Rogers (a Methodist mis-sionary from the south). She prob-ably is. She is in the firing zone near Tat Chang."

farm while he and his family were ab-sent and a family of cotton pickers were left alone on the place. He re-ported the whereabouts of the pickers at this time and instructed the sher-iff's force to take charge of the case. The goods were discovered missing im-mediately after the departing of the pickers.

Mrs. Dyson's last letter was dated September 11. At that time, evidently, the Americans in China were looking forward to a quick close of the fight-ing.

"School can't open," she says. "Money is close and if war ends in ten days, as some predict, we will be months in getting on our feet again in schools and churches, especially in the country districts where there has been fighting."

"My efforts have been mostly in get-ting supplies. With several foreign women and Chinese, women refugees in dormitories, we made five dozen large sheets (seems by hand) seven pads and twenty aprons in two days."

CONFERENCE FOR BAPTIST CHURCH

Meeting Held Here Today With Fifty in Attendance; Three Counties Affected

With the end in view of organizing a conference of Lubbock, Hockley and Cochran counties approximately fifty members of Baptist churches of the three counties were in an all day busi-ness session at the local church today. Rev. W. A. Bowen, Lubbock pastor, acted as chairman.

After the morning session, which began at nine o'clock, the visitors and local men and women attending were served luncheon in the church basement by the ladies of the Lubbock church. The increase in members of the Bap-tist religion over the three counties named makes the forming of the con-ference necessary, Rev. W. A. Bowen said.

'ANGEL CAKE'

One Of The Best Cake Recipes In Mrs. Chitwood's Large Repertoire

So many requests have come in for some of the recipes used by Mrs. Ida Chitwood in the Plains Journal's cook-ing school that we are reproducing her recipe for "Angel cake," which so pleased the many ladies present at the first session of the school.

According to Mrs. Chitwood, this is one of her best cake recipes and has met with unbounded popularity wher-ever she has gone.

ANGEL CAKE

- 1 1/4 cup egg whites (9 to 11 eggs)
 - 1/4 teaspoon salt
 - 1 1/2 cups fine granulated sugar (sifted twice)
 - 1 teaspoon cream of tartar
 - 1 cup flour, sifted once, measured then sifted 4 times
 - 1 teaspoon vanilla extract
 - 1/4 teaspoon rose or almond extract.
- Pour egg whites on a large platter, add salt and beat with a flat egg beater until foamy. Add cream of tartar and continue beating until the eggs are stiff but not dry. Fold in the sugar, 1 tablespoonful at a time. Add flavoring. Fold in the flour in the same manner as the sugar. Pour in an ungreased cake tin of a special con-

struction so as to permit a knife be-ing inserted under the bottom of the cake. Bake in a very slow oven 50 to 60 minutes, increasing heat slightly

when cake is almost done. Remove cake from tin with a breadbladed knife. Two tablespoons of cold water may be substituted for two egg whites

with good results. One-half the cake may be used to make a small Angel cake, and the egg yolks which are left may be substituted for two egg whites to make a butter cake.

"I Did Not Know that Coffee Could be So Good"

You, too, will be delighted with the fine flavor, the ap-petizing aroma, and the perfect purity of

"Morning Pep" COFFEE

Mrs. Ida Chitwood will tell you about MORNING PEP Coffee at the Plains Journal Cooking School.

Mrs. Chitwood Uses MORNING PEP Coffee exclusively.

ASK YOUR GROCER FOR

MORNING PEP COFFEE

Roasted and Packed Daily by the

JUNIOR COFFEE COMPANY, AMARILLO, TEXAS

A PUBLIC SERVICE

The pulse beat of any community's growth and development is felt directly through the public utilities serving that community. So it is in Lubbock.

Lubbock is the fastest growing city in Texas. In keeping pace with the growth of the city all public service corporations have spent thousands of dollars in keeping their properties available to give the high standard of service they are noted for. The Texas Utilities Company is no exception.

The year just closing has recorded better continuous service than ever before. Through all the remarkable growth of Lubbock this company has been ever watchful and on the job to handle the increased demand for service, and maintained a high standard of service at a minimum cost to the consumer.

It is not only good business to give the best there is in service, but it is a pleasure to this public service corporation to extend every courtesy possible to its patrons.

Attend Plain's Journal Cooking School Monday, November 3 to 7, inclusive, and note how easy Mrs. Chitwood cooks with Electric Power

Texas Utilities Comp'y

WEEKLY BUSINESS REVIEW

This page made possible by the firms listed below for the purpose of informing the people of the South Plains the Merchandise and Service obtainable in Lubbock.

"This Is a Studebaker Year"

CULLUM BROTHERS
DISTRIBUTORS

1112-14 Main Street Phone 217

Wilson Abstract Company



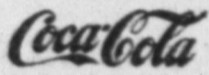
One of the best equipped abstract plants in Texas, covering every foot of land in Lubbock, Hockley and Cochran counties.

R. I. WILSON, Manager
Lubbock, Texas

KUYKENDALL CHEVROLET CO.

1105 Main Phone 54

LUBBOCK COCA COLA BOTTLING CO.



YOUR BUSINESS APPRECIATED

Phone 73 1319 Ave. I

DAY AND NIGHT SERVICE

Baggage and Transfer

STAR & DURANT
The Coming Small Cars

Hicks Motor Co.
Distributors

YELLOW CAB CO.

Phone 888 1010 Main 1212-1212 1-2 Ave H

O. W. JOLLY

Manufacturer of

SADDLES, HARNESS AND AUTO TOPS
SHOE REPAIRING A SPECIALTY

PRICES THAT ARE RIGHT

L. H. Shelton & Son
SHOE HOSPITAL

The place where satisfactory shoe repairing work is done—Ladies work a specialty.

All Work Guaranteed
1116 Broadway

CALHOUN BROS.
Cement Contractors

All Work Guaranteed

17 Years in the West

Phone 903

CARL L. GILLESPIE

CHIROPRACTOR

ROOMS 9 & 10 BURRUS BLDG.

Office Phone, 540

RES. PHONE, 235J

Jackson Brothers

COAL, GRAIN, HAY

Storage Prices this Month on Best Grade Cooking and Heating Coal.

GENERAL FIXIT

I repair Graphophones, Guns, Open Safes and Make Keys for all Locks.

J. T. Stanfill

Phone 505 Lubbock, Texas Phone 930 1105 Ave. G

"Where You Get the Best in Health"

ALMA DAUGHERTY

CHIROPRACTOR

Office 810 Avenue M Telephone 813J

Lubbock, Texas

Kell Milling Company

BELLE OF VERNON FLOUR

WILLIAMS & SON

Distributors

East Broadway

Phone 34

LUBBOCK CANDY COMPANY FORCED TO ADD WORKERS

Four New Employees Necessary To Keep Up With Demand For Confections

Business this fall is even better than we thought in the summer that it would be, said O. E. Brashear, one of the members of the firm of the Lubbock Candy company, today. In order to keep up with the business several additions have been made to the force, Brashear stated, and even with more employees the organization is kept busy day and night attending to the wants of storekeepers and confectioners over the South Plains.

The manufacturing part of the business is making more candy and more different kinds of candy than ever before and in order to better facilitate that branch of the business two candy makers have been added to aid J. B. McGee-

hee, chief candy maker. They are Mrs. E. G. White and Mrs. J. L. Morris.

N. R. Morgan, one of the other members of the firm, who has been in charge of the road sales department, has so widened his field that it is impossible for him to handle it all by himself so J. H. Farmer has been added to that department and is representing the company on the road. In the office, Miss Daisy Royalty has taken charge of the book work and general office duties.

"We are particularly proud of the candy we are making," Brashear said. The company is turning out one kind of candy, known as "Dee-Vin-tee" that has made such a hit over the territory that it is almost impossible to supply the orders. The chocolate cherry sip, also manufactured here, is another heavy seller, as is the cream coconut pink and the carnation cream.

The "personal note" in advertising writing seems to have reached the point in Holton, Kas., where personal questions are sometimes asked. A furniture dealer advertising in the Recorder asks, "What's inside your mattress?"

HENDRICKS AND GILLESPIE ARE NOW SEPARATED

Prominent Chiropractic Firm Dissolves Partnership in Lubbock

Doctor Carl L. Gillespie and Doctor E. O. Hendricks, who formerly made up the firm of Hendricks and Gillespie, have dissolved partnership, they told the Plains Journal this morning. Both men maintain offices in the Burrus building, as heretofore, but are no longer practicing together.

Dr. Hendricks maintains his office in the suite formerly occupied by the firm, while right across the hall Dr. Gillespie has his suite.

Doctors Hendricks and Gillespie are two of the most prominent chiropractors on the South Plains and since coming here have been more than successful in their practice.

DIRECTORY

ABSTRACTORS
Guarantee Abstract and Title Company.
Wilson Abstract Company.

AUTOMOBILE PARTS
Plains Auto Parts Company.

AUTOMOBILE PAINTING
Parry Auto Paint Shop.

AUTO TOPS
Lubbock Auto Top Company.

AUTOMOBILES
Cullum Brothers.
Kuykendall Chevrolet Company.
Hicks Motor Company.

AUTOMOBILE CYLINDER GRINDING
Murphy's Auto Works.

BATTERY STATIONS
Lubbock Battery and Electric Company.

BOTTLING WORKS
Lubbock Coca Cola Bottling Co.

CHIROPRACTORS
Dr. Kate Castlemann.
Dr. Alma Daugherty.
Drs. Hendricks and Gillespie.

CEMENT CONTRACTORS
Calhoun Brothers.

COAL AND GRAIN
Jackson Brothers.

DRIVERLESS CAR STATION
W. A. IZARD.

FLOUR
Williams and Son.

GENERAL MERCHANDISE
Hodges Brothers.

GENERAL REPAIRING
The Fixit Shop.

LOANS
Green and Hurlbut.

MATTRESSES
Lubbock Mattress Company.

MONUMENT WORKS
South Plains Monument Company.

MUSIC DEALERS
Boyd Music Store.

PLUMBING AND HEATING
Roche Newton and Company.
McCready and Anthony.

PRODUCE COMPANIES
Kelly Produce Company.

REAL ESTATE
Hunter and Hunter.

RESTAURANTS
Busy Bee Cafe.
SHOE REPAIRING
O. W. Jolly.
L. H. Shelton and Son.

SERVICE STATIONS
Real Service Station.
Scott Service Station.

TRANSFER AND BAGGAGE
Checker Cab Company.
Yellow Cab Company.

TYPEWRITERS
Lubbock Typewriter Exchange.

WHOLESALE CANDY
Lubbock Candy Company.

WHOLESALE WATER SUPPLIES
Axtell Company.

PHONE 999

Checker Cabs are Always On the Job

CHECKER CAB CO.

REMOVAL

BOYD MUSIC STORE

To

Corner First street, west of Court House, and 13th street, facing west.

Special Prices for a Short Time on Mattresses

New Mattress Made to Order

LUBBOCK MATTRESS CO.

All Work Guaranteed

Phone 363 715 Broadway

"A Good Place to Eat"

BUSY BEE CAFE

In new location across from Post Office.

SLED ALLEN, Prop.

Headquarters for Ball Players and Fans

Phone 110

SCOTT'S SERVICE STATION

Norwalk Tires

Genuine Ford Parts

Phone 462 709 Broadway

Lubbock, Texas

LUBBOCK CANDY COMPANY

Manufacturing and Jobbing Confectioners, Soda Fountain Supplies, Potato Chips, etc.

1318 Ave. I L. D. 486

PLUMBING

MCCREADY & ANTHONY

"AS GOOD AS THE BEST"

Repairing a Specialty

Phone 467 1017 Ave. H

The House of a Half Million Parts

811—E. 13th St.

Phone 853

Plains Auto Parts Co.

STARTING, LIGHTING, IGNITION

2 Years Guarantee Batteries

Lubbock Battery and Electric Company
1106 Main Street Phone 262

Automobiles Painted and Varnished

All Work Guaranteed

Estimates furnished free on all work

Parry Auto Paint Shop

Kate Castleman

Masseur

Security State Bank Bldg.

Phone 790, Lubbock, Tex.

LUBBOCK AUTO TOP MFG. CO.

Well equipped and experienced for building Auto Tops, Seats, Covers and Awnings.

Phone 973

913 Broadway

South Plains Monument Company

Write Us for Prices

703 Main St.

Guarantee Abstract and Title Company

Lubbock, Texas

Merrill Hotel Building

C. L. ADAMS, Mgr.

Phone 420

HODGES BROTHERS

Compare Our Prices on the Following Before Buying

Dry Goods, Notions, Shoes, Floor Coverings, Implements and Groceries

East Side Square

Phones 25 and 644

REAL SERVICE STATION

High Test Gas, Mobiloils

Authorized Amelite Sales and Service

Main at H Phone 366

Roche Newton & Co. Plumbing and Heating

The Better Kind

Phone 28 1216 Ave. I

MURPHY'S AUTO WORKS

1312 Avenue G—Phone 858

Is the best equipped shop in West Texas for Repairs on Trucks, Tractors and Autos—Cylinder Grinding.

Across From Shamburger Lumber Co.

STRAIGHT 8 PER CENT LOANS

We make loans without any deductions, trimmings, bonus or other extras on first class business or residence property. If you are interested in building and will acquire a loan it will pay you to talk with us.

JEFFERSON STANDARD LIFE INSURANCE COMPANY

CURTIS A. KEEN, District Manager
Journal Building, Phone 884

"Wherever the Jefferson Standard is Known—It is Favorably Known"

ESTIMATES ONE THIRD OF LUBBOCK COUNTY COTTON CROP HAS ALREADY BEEN GINNED

FOURTEEN THOUSAND BALES HAVE BEEN FINISHED IN LUBBOCK COUNTY WHILE DAWSON HAS GINNED ABOUT 24,000 BALES

From a general report coming from various points in the South Plains it is estimated that approximately one-third of the present crop has been ginned. Lubbock county has around 13,500 bales out. Dawson county has better than 24,000 bales. Terry county is a little behind on its ginning but with an increasing number of pickers the gins are running day and night. Lamb county is ten to fifteen days later but considerable cotton is moving in that county.

er spotted, according to reports, running from as high as a half bale to the acre to less than one bale to six acres, with around one-third of a bale to the acre for the general average of crops not damaged by hail. Present estimates indicate better than 40,000 bales for the county with some of the more optimistic predicting 45,000 bales.

Good Pickers and R. Raff
The general run of cotton pickers coming in from the lower countries is better than the average, with a large number of home-seekers taking

this means of spending some time in the section to see for themselves what farming conditions are before buying a home here. But with the general average above the usual run of cotton pickers the small percentage of undesirable are the most desirable we have ever had during a cotton season. There is a lot of rick-raff, hangers on, floaters and plain crap shooting hi-jackers coming into the section under the guise of cotton pickers and reports from various counties on the Plains indicate a lot of trouble from them.

It is generally estimated that more than 200,000 bales of cotton will be ginned on the Plains this year with an increase of at least 30 per cent in the acreage for next year. More than 2,000,000 acres of ranch lands are being actively pushed for sale in this section at this time and about one-half of the tracts sold will either go to a home owner direct who will cultivate it or will be put into cultivation by the purchaser through a renter. Not less than 3,000 new farms will be opened on the Plains this year, according to present indications.

Three cotton exchanges, a compress with the largest capacity of any plant in West Texas, a half million dollar oil mill, with storage houses in other cities on the Plains, and transportation facilities that are exceptional, Lubbock will handle more than 80 per cent of the cotton grown on the Plains this year.

More than 100 cotton men are buying on the street of Lubbock or taking up job lots of cotton from Lubbock and adjoining towns for shipment down state, to northern mills, or export trade and in this way secure the top current prices for the cotton offerings of the section. More than \$25,000,000 will be involved in the cotton business done through Lubbock this fall. Direct export shipments are consigned from Lubbock to Liverpool, Japan, Germany, and other foreign markets. Heavy shipments move direct to the Farm Bureau warehouses at Houston and from there move to the world's cotton markets.

In short, Lubbock is developing into a cotton center for the Plains similar to that which has been recognized as being responsible for the growth of Dallas as a result of her relation to the cotton industry of North, Central and East Texas. Lubbock aspires to be the "Dallas of the Plains," with reference to the cotton industry and wholesale distributing and market center.

General business will follow the movement of cotton and already is reflecting the developing prosperity in the section that will follow the marketing of the great cotton crop. Lubbock is taking the lead in the growth, development and expansion that is a part of the general development of the cotton industry and reports compiled from many sources indicate a growing volume of business for this city along every line, with the peak of the business yet to come.

SPOKES — IN THE — HUB

CHARLES ERNEST MAEDGEN

Charles Ernest Maedgen has spent the last twenty years as a banker. Those of us in Lubbock who did not know him before he came cannot tell about his "other work" prior to his coming here seven years ago but we do know that since he has been here he has spent considerable of his time in boosting Lubbock and taking part in the development of the community in addition to his banking business.

He was born on January 30, 1822, in Troy, Texas, and has been in Texas all of his life. In this city he followed the even tenor of his ways until 1905, when he married Miss Minto Ellis. In 1910 he moved to Temple where he remained until 1917 when, moved by a desire to take advantage of a growing country with a great future, he came to Lubbock, and is now president of the Security State Bank and Trust company of this city.

He has been an active member of the school board for the past three years and is at present acting as secretary of that body. He is a member of the Chamber of Commerce and the West Texas Chamber of Commerce, and is also active in the work of the Kiwanis club. In the Masonic lodge he holds active membership as a Master Mason, a Knight Templar and Shriner and is also an active member of the Lubbock Country club.

At the time that the state educational board and connecting bodies were casting about for a place in which to locate the Texas Technological college he served as a member of the Lubbock Tech board which was victorious in convincing the locating board that this city was the logical place in which to build the new state educational institution.

He is a member of the First Methodist church and the father of two children, Charles Ernest, Jr., aged nine, and Mary Alice, aged two. Speaking of Lubbock and its future growth he said:

"As a city supported by agriculture the population cannot exceed more than twenty thousand and I believe that it will reach that figure by 1930. What must be done to place the population past that figure is to develop other industries supplant to the agricultural wealth."

THE TEXAS TECHNOLOGICAL COLLEGE

The College That Is To Be

By Doctor Paul W. Horn, President.

Suppose that you had been advised to take charge of the organizing of a new college and the shaping of its general character.

Suppose that the college had a location, a site of two thousand acres of ground, a million dollars as an initial appropriation for buildings, and a board of directors consisting of nine intelligent men and women who were willing in the main to give you a free hand in the working out of your ideals as to what a college should be.

Suppose you had all your life been interested in educational work and were a strong believer in the good college as a factor in shaping life for the best.

Suppose, on the other hand, you believed that some colleges may be and are an actual power for evil in the world.

Suppose that in times past you had freely criticized the conventional college and had pointed out certain distinct limitations about its work as a factor in modern democratic society.

If all the above suppositions were realities, what would you do in the case? Would you undertake the job at all? And if you did, how would you go about it?

If you undertook it at all, I am sure you would feel that it would be a great privilege to have a hand in shaping the ideals of an institution which would probably endure through the centuries in its work of touching and moulding the lives of the young men and women ideals of an institution which would do your utmost to conserve all those lines of strength which the conventional college has, and yet at the same time to avoid as far as possible its lines of weakness and even of positive detriment.

It was the good fortune of the writer to be placed in practically the position outlined in the above suppositions when he was invited in November, 1923, to become the first president of the Texas Technological College and to take steps toward its organization so that it might be open for students in September, 1925. The time intervening was such that there was no occasion for undue haste and yet no time to be lost.

At the time I accepted this invitation, there were two outstanding features in my educational creed so far as it related to colleges. They have been outlined in the supposition given above

and may be re-stated as follows:
(1) That a good college is a powerful agency for good in the shaping of the lives of individual men and women and in the building up of a true democracy.

(2) That some colleges may be and actually are factors for evil in individual lives and in the building up of citizenship for a democracy.

The first of these articles is so generally accepted that it may be taken for granted. At any rate, if anyone does not accept it he has no business taking part in college life at all. Unless one recognizes at least the possibility that any agency may be a means for good, he had better let that agency

severely alone.
The second article is accepted by many educational workers, yet not all. There are some people who seem to think that a college, quite apart from its methods of administration and of operation, is intrinsically and necessarily a good thing. This is not the time nor the place for a lengthy argument on this subject, but if any reader has any doubt on the matter, it may possibly be worth while to refer him to two recently written books which contain concrete instances.
The first of these books is *The Platonic Age*, by Percy Marks. The author is a college professor, and gives a

NORFLEET SELLS SHEEP
PLAINVIEW, Nov. 1.—Bob Norfleet, Pioneer Hale Center rancher, announced that he has sold his entire herd of 750 sheep to C. Harlin of Plainview, owes at \$7.00 each and lambs at \$5.00 each.

TECH VIEW

Don't Buy 'Till You've Seen It!

—on 19th street, directly across street from Tech college grounds.

—Sold in 2 1-2 and 10 acre blocks, priced in two and one-half acre blocks about the same as one city lot.

Terms: One - fourth cash, balance easy.

John W. Jarrott

Phone 696---Room 211 Leader Bldg.



ANOTHER TRIUMPH

for the

Western Electric
CRAWFORD

Selected as the

OFFICIAL STOVE

at the

Plains Journal's Cooking School

It is no wonder that this store has distributed a carload of these fine ranges during the past few months. It's outstanding superiority has gained it the signal honor to be selected by Mrs. Chitwood for her personal use at The Plains Journal's free cooking school. Mrs. Chitwood asked Sherrod Bros. to equip her kitchen with a Western Electric range. She is conducting food demonstrations every afternoon starting at 2:00 o'clock and lasting through Friday. The basement of the First Baptist Church will be the scene of this event.

Sherrod Bros. Hardware Co.

"Quality Goods at Reasonable Prices"

MANY ATTEND AS JUNIOR HIGH P. T. A. HOLDS MEET

The Junior High Parent-Teachers Association had a very delightful meeting at the Junior High School at three-thirty o'clock Tuesday afternoon.

Mrs. Harvey's class rendered a very interesting Halloween party. The flag was presented to Mrs. Harvey's room for having the greater number of mothers present.

The business meeting followed and the finance committee was appointed and several subjects were taken up and discussed. The school is in need of a piano for the auditorium and also playground equipment is needed and will be bought in the near future.
—Reporter.

Memphis Boy Killed In Scrap Over Gun

MEMPHIS, Tex., Nov. 1.—(Special.)—Cecil T. Odum, 18, the son of Dr. and Mrs. J. A. Odum, of this city, is dead as the result of a Halloween scuffle in which a small calibre rifle was the object of possession. A friend, Buster Montgomery, aged 20, was released today under bond of \$10,000, to await trial for the killing.

The accident occurred shortly after midnight Friday night, in the downtown section of this city. The boys, members of a group of pranksters, were wrestling to get the gun when the shot was fired. Both boys are members of prominent Hill county families.

Mrs. J. E. Murfee attended the Northwest Texas Conference held at Abilene the past week. Mrs. Murfee visited her son, George W. Murfee, manager of Higginbotham-Bartlett lumber yard of that place, during her stay. She returned late yesterday afternoon.

CLEANING PRESSING TAILORING

Done to

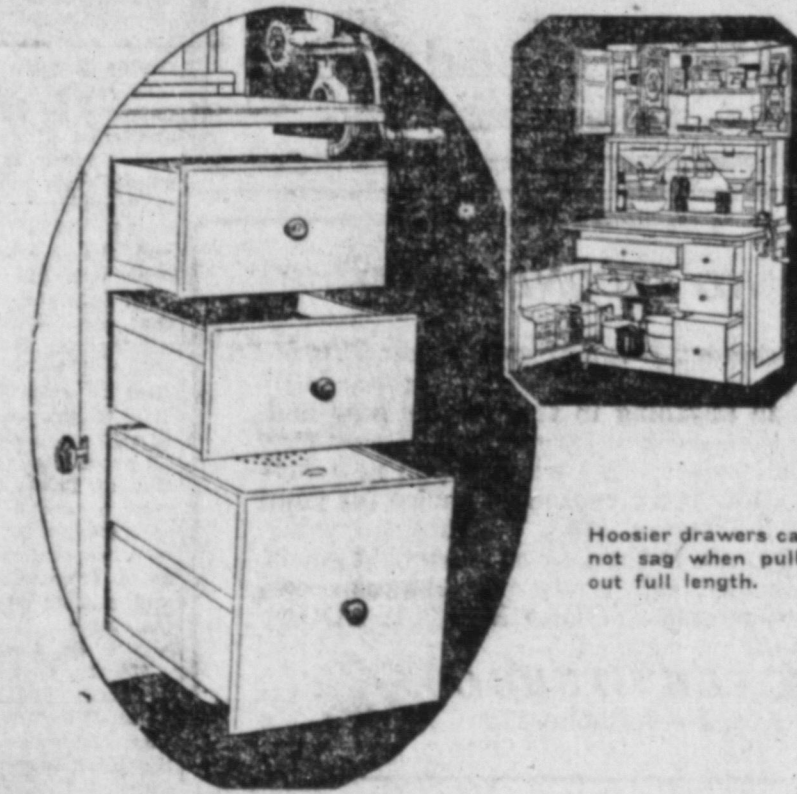
YOUR
THOROUGH
SATISFACTION

A Trial Will
Convince
You

NEW METHOD
TAILORS

Phone 365 909 Broadway

HOOISIER SAVES MILES OF STEPS



Hoosier drawers can not sag when pulled out full length.

At the cooking school we will have on display several Hoosier units, a Hoosier work table and a Hoosier high-boy cabinet. The Hoosier unit will take care of brooms, extra dishes, pots, pans and afford a place for everything. Hoosier units to match every cabinet.

With each Hoosier high-boy cabinet we will give absolutely free a 10-piece set of Dexter cutlery, the finest cutlery obtainable. See the new Hoosier model used by Mrs. Chitwood at the Cooking School. The porcelain top and the entire finish of the Hoosier is positively guaranteed not to chip or crack. If it does you get a new cabinet.

THE HOOISIER IS ABSOLUTELY MOUSE-PROOF—IT SAVES MILES OF STEPS—HAS MORE FEATURES THAN ANY OTHER CABINET.

RIX FURNITURE & Undertaking Co.

"The House Of Satisfaction"

**inyon Is To Be A
Tulip Town By The
Time Spring Comes**

CANYON—Canyon expects to be tulip-town next spring. The City Federation has taken orders and collected money to pay for 5,000 tulip bulbs which will be planted at once. This is a part of the plans of the local women's civic organizations to make the town beautiful when the District Federation of Women's Clubs meets in Canyon next May.

Born to Mr. and Mrs. J. T. Williamson last Saturday, Oct. 25, a fine baby girl.

**HERBERT LOWERY
QUITS BANK FOR
SALES POSITION**

Herbert Lowery, well known local young man, has resigned his position as assistant cashier of the Lubbock State bank and will enter the employment of the Burroughs Adding Machine company.

Lowery is the son of Mr. and Mrs. Henry Lowery, 2024 Ninth street, old residents of this city. His resignation takes effect on next Saturday, November 3. He will be active in the sales force of the Burroughs company.

Read Journal ads, it pays.

**TIMES TELLS OF ADVANCEMENT IN
WEST TEXAS IN EXTENSIVE
ARTICLE RECENTLY**

**LUBBOCK'S ADVANCEMENT GIVEN PUBLICITY WITH
NUMBER OF OTHER LEADING CITIES OF
THIS SECTION OF TEXAS**

Probably one of the best pieces of constructive newspaper publicity ever given Lubbock and the South Plains, came through the Saint Louis Times, an afternoon daily paper in the city of Saint Louis, Missouri, on October 27. The story, which was given the Saint Louis paper through the offices of H. Wurdack and I. R. Kelo, known here as owners of the Texas Utilities company.

The article, which is reproduced below, was run across the top of the last page of the edition and took up about half a page. It tells a lot of the facts of West Texas, mentioning particularly the South Plains and the cities in this vicinity, including Lubbock, Plainview, Canyon City, Brownfield, and Floydada.

The following is the complete article, which was published under the headline, "Saint Louis Capital Bringing Boom To Western Texas—Remarkable Future For Section—Growth Unusual." The bankers, manufacturers, wholesalers and jobbers of St. Louis report that Texas is enjoying unprecedented prosperity. All West Texas is in the "white" on business maps which denotes "very good" business. Month after month, West Texas has been the biggest "white" or "very good" business spot, in the United States. West Texas prosperity is no mere flash in the pan. Month after month the great white spot has been on the map, its area increasing until it now includes the entire plains country. Sudden prosperity, such as oil booms, cannot be compared to the steady, permanent march of business that is going on there.

Texas has always been a constant challenge to the creative impulse of man—as a State it is so big that it fills us with a kind of awe and makes it difficult to convey by means of the written word any adequate description of the opportunities that abound within its borders. From the standpoint of material prosperity West Texas is amazing. The plains country is teeming with life. Sun and soil cry a perpetual invitation to man to join with them in a creative partnership. And as yet this invitation has been very inadequately responded to.

Settlers Needed
In spite of this year's great production of diversified crops, the potentiality of luxuriant nature still dwarfs the puny enterprises of man. In West Texas today there is ample room for millions of new settlers—not only room but need. West Texas cannot fulfill her manifest potentialities until many new millions have been added to her present population. The hard sledding pioneer phase is passed. There remains the task of building in this garden spot of the world, a proud and rich civilization which will be in some measure an answer to the opulent challenge of nature.

Life today in West Texas is on the whole freer, richer, happier in all probability than it is anywhere else in the world. What life can be tomorrow, and the day after tomorrow, if man does well his part where nature has been infinitely prodigal, is something that can scarcely be contemplated. Among the leading West Texans of 1950 will be the men and women who elect to seize these opportunities and ride to prosperity on the tidal wave of a State development destined, unless all prophecies fail, to triple the population of Texas in the next decade.

In a world disillusioned, maimed and staggering from the catastrophes of the great war, Texas stands forth as a tremendous reservoir of power and productivity of health and youth and hope.

St. Louisians in Texas
Messrs. H. Wurdack and I. R. Kelo, president and general counsel of the Kelo-Wurdack Company, 2149 Railway Exchange Building, are touring the Panhandle section of Texas and more particularly what is known as the "South Plains" country. They report that crops and prospects on the South Plains are better this year than ever known, with business flourishing and the largest cotton crop ever produced in this section now being harvested.

The Kelo-Wurdack Company owns four electric light and three ice plants in that section and are building new ice plants at Canyon City and Brownfield. The company is now installing an 800 horsepower oil engine at Plainview at a cost of \$30,000 and erecting a new office building at a cost of \$10,000, together with other improvements in the city costing \$15,000. These extensive improvements appear warranted at this time because President Holden of the Burlington Railroad has testified that he would build a railroad that would connect with Fort Worth and Denver immediately following the authorization of the project by the Railroad Commission of Texas.

**AN OLD RECIPE
TO DARKEN HAIR**
Sage Tea And Sulphur Turns Gray, Faded Hair Dark And Glossy
Almost everyone knows that Sage Tea and Sulphur, properly compounded, brings back the natural color and lustre to the hair when faded, streaked or gray. Years ago the only way to get this mixture was to make it at home, which is messy and troublesome. Nowadays we simply ask at any drug store for "Wyer's Sage and Sulphur Compound." You will get a large bottle of this old-time recipe improved by the addition of other ingredients, at very little cost. Everybody uses this preparation now, because no one can possibly tell that you darkened your hair, as it does so naturally and evenly. You dampen a sponge or soft brush with it and draw this through your hair, taking one small strand at a time; by morning the gray hair disappears, and after another application or two, your hair becomes beautifully dark, thick and glossy and you look years younger.

**BRIDGE CLUB IS
ENTERTAINED BY
2 LOCAL WOMEN**

This year Hale county beat all previous records by 30 points with a score of 833.5. Floyd county scored 934.3 with Floyd and Lubbock counties closely tied. These successes show the South Plains country's agricultural possibilities.

The Santa Fe railroad has been a great factor in the development of the country, but the railroads have been hindered in their development by the action of the Interstate Commerce Commission not passing on the proposed merger of railroads operating in West Texas. This action of the commission is provoking complaint all over the plains country.

There is much St. Louis capital (outside of the Kelo-Wurdack Company) that is interested in the development of West Texas and more particularly the South Plains country, and St. Louis wholesale and jobbing houses are enjoying the best trade in that section they have had for many years. A State technological school is now being erected at Lubbock at a cost of \$2,500,000.

The cities and villages are issuing bonds, installing street paving, enlarging their water works systems and building modern schools. A \$250,000 high school building has been erected at Lubbock. The Wayland College at Canyon City are making extensive improvements in order to relieve the congestion due to increased attendance. Floyd county alone has expended \$202,000 for additional public school buildings in the past two years.

Altogether the Plains Country is reaping the harvest due to increased annual rainfall, and the large acreage of cotton planted and the existence of a great sheet of underground water that appears limitless in quantity and can be reached at a depth of 30 to 80 feet. This water is 99.2 per cent pure and in many sections is used for irrigation without detriment to the soils on account of its purity.

**BRIDGE CLUB IS
ENTERTAINED BY
2 LOCAL WOMEN**

**Mrs. Gammill And Mrs. Hailey
Hostesses To Bon
Temps Club**

Mr. and Mrs. E. E. Hailey and Mr. and Mrs. Clayton Gammill delightfully entertained the Bon Temps Bridge club with a Halloween party at the lovely Hailey home at 1515 thirteenth street Thursday night.

The house was decorated with the various Halloween decorations and a large Jack-o'-lantern was placed in the center of the dining table, adding much to the attractiveness of the rooms. Refreshments of pumpkin pie with whipped cream and cherries and coffee was served to the following members and guests: Messrs. and Mrs. Earl Moore, Tom Carter, I. G. Waldrop, Irby Swendill, W. T. Rayborn, S. E. Cone, Clayton Gammill and E. E. Hailey and Misses Anna Ford, Carrie B. Edwards, Mrs. V. Kershner, Mr. and Mrs. Walter Broughton, Mr. and Mrs. Carter and Messrs. Ernest Lovry and Brewer of Dallas.

DICKIE LOEB IS ILL
CHICAGO, Nov. 1.—His spirit broken, "Angel Face" Dickie Loeb, super-intellect murderer of Bobby Franka, is under the care of a physician in the Illinois state prison. On the other hand, his accomplice, Nathan Leopold, Jr., is one of the best workmen in the prison and seems to thrive on the prison fare. According to penitentiary authorities Leopold turns out almost twice as much work as the average prisoner.

Mrs. Roy N. Hegerpy of Oshama, Nebraska, is here visiting Mrs. A. V. Weaver for several days.

**TRIES DEATH TO
ESCAPE TORMENT**

**Leaps Into River With Pair Of
Children After Persecution
By Neighbors**

OVIEDO, Spain, Nov. 4.—(SPECIAL)—Persecution by neighbors, after she had been convicted of immorality, led a mother to grasp her two children into her arms and leap into a river here today. The woman was rescued but both of the children were drowned. Police are probing the case and prosecution of the woman's enemies is expected to follow.

**MACDONALD AND
COHORTS RESIGN**

**England's First Labor Party
Goes Into Discard When
Premier's Men Quit**

LONDON, Nov. 4.—(SPECIAL)—England's first Labor-Socialist government passed out of existence this evening. Ramsay MacDonald, premier, went to Buckingham Palace, the home of King George, and tendered the resignations of himself and his colleagues to the King. The resignations were accepted immediately. No announcement concerning England's next premier was made.

PROMINENT MAN DIES
MIDLAND, Nov. 4.—(SPECIAL)—Chris Scharbauer, 74, one of the most prominent cattlemen in Texas and the southwest, died today at his home here. He had been in ill health for some time.

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—Anything from a faucet up —Arcola, Vacuum Vapor, Gravity, Steam, Hot water

THE LUBBOCK DIRECTORY COMPANY
Is starting work on the first edition of Lubbock's DIRECTORY. This is a big job and we need the help and cooperation of every man, woman and child in the city. Don't be afraid to phone us anything—questions, information or suggestions. THIS IS YOUR DIRECTORY and we want you to help us make it the best CITY DIRECTORY in West Texas.
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We have just unloaded a car of second hand furniture and Perfection oil stoves. We are prepared to fill your wants in anything in the way of new and used furniture. We carry a large stock of new and used stoves, at all prices. We will sell you new furniture and will allow you a reasonable price for your used furniture and stoves. We will buy anything that can be used again in the way of household goods and stoves. We buy, sell, trade or exchange. See us before you buy or sell. YOUR CREDIT IS GOOD.
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If a married man dies without having provided for his widow she may have only herself to support.
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RYE For Winter Pastures
We have found from several years experimenting on the Sunshine Ranch that Rye planted during September, October or the first of November will make a better winter pasture than wheat, barley, speltz or any other cover crop.
CAR OF RYE SEED
As a result of our experience we are buying Rye Seed by the car and will be in a position to supply every farmer on the South Plains with all that he needs. Come in and talk with us, get names of other farmers who are growing rye and try this winter pasture crop this year.
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Mailman
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GIANT EPIC OF
THE SCREEN**
A spinning universe of colossal thrills! It tops 'em all! Merging in its stupendous human emotions all the stark reality—kindly humor—t h u n d e r o u s drama—quivering suspense—homey philosophy—and thrilling spectacle of its creator's three earlier successes, "In the Name of the Law," "The Third Alarm" and "Westbound Limited"—Three great productions in one—outstripping and outstepping them all—standing forth a towering Colossus of Entertainment!
Story by Mrs. Emilie Johnson
**LYRIC
Mon.-Tues.**

Opera for Lubbock, "Don Pasquale" Donzetti, Nov. 15



Coats and Dresses
To appear on the horizon at all, frocks must represent the newest Fall tendencies, adapted in the simplest, smartest fashion possible. Here are frocks for every Fall and Winter occasion, just from our buyers, now in market. They are very enthusiastic about these garments as they are able to buy them in quantity lots at greatly reduced prices. We are sure you will appreciate the values in these garments. May we have the pleasure of showing you
One lot of charming dresses is being shown in Charmene, Velvets, Flannels, Satin Back Crepe, Bengaline and Faille, in Blues, Browns, Tan, Rust, Black and Penny Brown. These are values that would retail as high as \$27.50 and \$42.50. We are featuring them in two lots at the very low prices of
19.25 & 32.45
ENSEMBLE DRESSES in Brown, Navy, Rosewood, Blue and many of the new mahogany tones. Up to date we have been unable to purchase many of these dresses as they are the big hit in the East just now. We feel that these are real values when offered to you at
27.45
A most wonderful showing of Ladies' Fine Coats, all fur trimmed. You will love these new winter Coats with their wrappy upper sections, their leg o' lamb sleeves, their bordered effects. Ordinarily these Coats would retail for much more than
59.85, 89.85, 98.85, 125.00
With November comes many very pretty patterns in our Shoe Section. Patent Leather, Russia Calf and Satins. Strap patterns, Pumps and Pumpies with Block or Spike Heels. But all have the attractiveness about them that you will like. Be sure to see the many pretty patterns in our feature section only
8.50
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